

88 00489

LAND USE ELEMENT

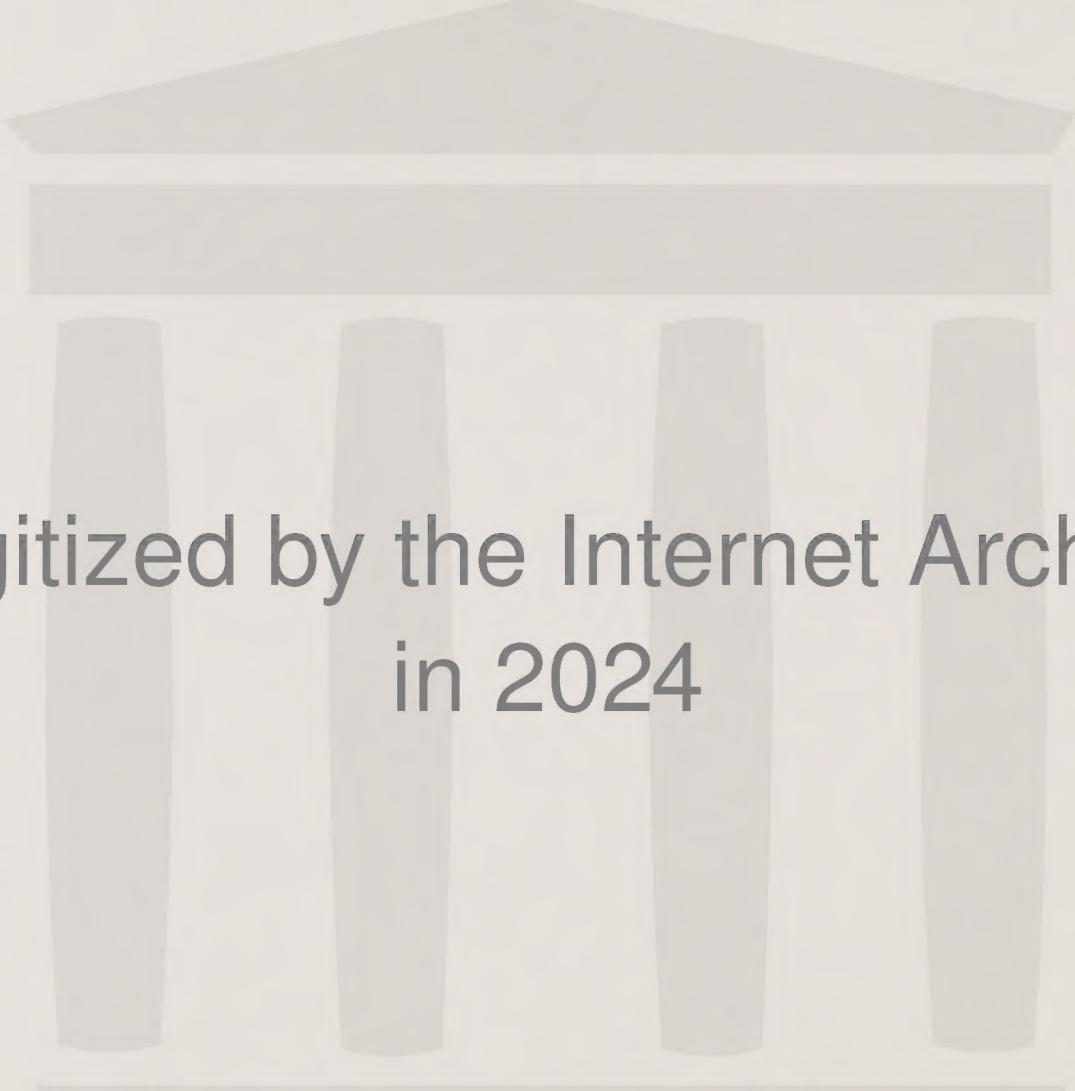
INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

APR 20 1987

UNIVERSITY OF CALIFORNIA

1988 General Plan

PLACENTIA



Digitized by the Internet Archive
in 2024

<https://archive.org/details/C124892055>

TABLE OF CONTENTS

CITY COUNCIL

MAYOR	ROBERT P. LANGER
MAYOR PROTEM.	ROBERT F. FINNELL
COUNCILMAN.	ROBERT B. LYONS
COUNCILMAN.	L. JACK GOMEZ
COUNCILMAN.	MICHAEL J. CALLAHAN

CITY ADMINISTRATOR.	EDWIN T. POWELL
-----------------------------	-----------------

PLANNING COMMISSION

CHAIRMAN.	WILLIAM E. RASHFORD
VICE CHAIRMAN	ROBERT BIRCHER
COMMISSIONER.	WILLIAM C. BEGGERLY
COMMISSIONER.	GEORGE F. DEJESUS
COMMISSIONER.	CLAIRE M. HERR
COMMISSIONER.	RODRIGO C. JIMENEZ
COMMISSIONER.	WALTER M. NOLLAC

PLANNING STAFF

DIRECTOR OF COMMUNITY DEVELOPMENT	THOMAS F. NELSON
ASSOCIATE PLANNER	DWIGHT A. WINTHER
PLANNER, GRAPHICS COORDINATOR	BARRY K. HOGAN
SECRETARY	MARLA K. COBB

ADOPTED BY CITY COUNCIL	AUGUST 7, 1973
-----------------------------------	----------------

TABLE OF CONTENTS

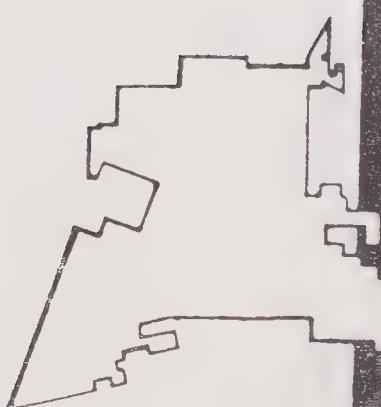
	PAGE
<u>SUMMARY OF THE PROPOSED GENERAL PLAN - 1988</u>	1
Table I. Land Use Inventory Per the General Plan	7
<u>INTRODUCTION</u>	8
<u>HISTORY OF DEVELOPMENT OF PLACENTIA</u>	13
Figure 1. City Growth Through Annexation	16
Map 1. Planning Area	17
Map 2. Urbanized Area	18
Map 3. Urbanized Area	19
<u>PHYSICAL ENVIRONMENT</u>	20
Location	20
Table II. Slope Category Table	20
Map 4. Vicinity and Location	21
Topography	22
Map 5. Slope Category	23
Climate	22
Table III. Climatic Data	24
Soil	24
Basic Area Resources	25
<u>POPULATION CHARACTERISTICS</u>	26
Figure 2. Population Projection	27
Table IV. Projected Population 1970 - 1988	28
Distribution by Age and Sex	29
Figure 3. Population Distribution by Age and Sex	30
Table V. Placentia Population by Age and Sex - 1970	31
Physical Distribution	32
Physical Mobility	32
Table VI. Years of Residence in City	33

Table VII. Number of Miles Driven Annually per Household . . .	34
Education	35
Table VIII. Educational Level of Adults	36
Income	37
Table IX. Placentia Family Income - 1970	38
Table X. Estimated Median Family Income	39
Employment Characteristics	40
Table XI. Occupational Breakdown of Placencia Residents by Sex	41
Figure 4. Distance Traveled to Work by Placentia Labor Force.	42
<u>HOUSING</u>	43
Goals	43
Table XII. Multi-family Units	44
Table XIII. Building Permit Issuance Activity	45
Figure 5. Dwelling Units Authorized by Building Permit . . .	46
Neighborhood Problems	47
Special Housing Needs	48
Development Standards	49
<u>COMMERCE</u>	52
Neighborhood Shopping Facilities	52
Table XIV. Neighborhood Shopping Facilities - 1973	53
Neighborhood Centers	54
Community Centers and Shopping Facilities	54
Regional Centers	55
Central Business District of Santa Fe and Bradford Avenues . .	57
Sales Leakage	57
Table XV. Placentia Per Capita Retail Sales Leakage	58
Evaluation of the Market Area	60

Table XVI. Market Support for Retail Facilities	62
Table XVII. Per Capita Demand For Retail Facilities	63
Figure 6. Market Area Patronized by Placentia Shoppers 1964 .	64
Figure 7. Market Area Patronized by Placentia Shoppers 1964 .	65
Table XVIII. Taxable Retail Sales In Placentia	66
Commercial Areas of the Land Use Element	67
Summary of Findings	69
Goals	70
Recommendations	71
<u>INDUSTRY</u>	73
Industrial Land Inventory	73
Industrial Land Requirement Projections	73
Figure 8. Proposed and Developed Industrial Land Use	74
Industrial Parks	75
Limited Freedom of Location	75
Site Characteristics	75
Transportation	75
Flood Control	76
Municipal Services	76
Goals	76
Recommendations	77

SUMMARY

EDVACENETVIEW





SUMMARY OF THE PROPOSED GENERAL PLAN - 1988

The 1988 General Plan for Placentia is composed of many hours of fact finding. The Planning Staff has weighed the facts available in this document and in our opinion has established the most workable "LAND USE PLAN" for the City. The City's land use pattern was initially established with the 1962 Land Use Element, prepared by Hahn, Wise and Associates. During 1966, an extensive economic report for the City was prepared by the Economic Research Association. In 1970, the information from the 1962 plan and the economic report was updated. Based upon the updated information and changing City needs, an amendment to the Land Use Element was prepared and was adopted in 1971. The 1988 General Plan amendment is a further refinement of previous plans.



In order to understand the document, it is necessary to understand the legend accompanying the map.

1. Low Density Residential

- Single-family residences or other housing types with a density of less than 4.5 units per acre.

2. Medium Density Residential

- Garden Apartment, condominium, etc., with 10 to 12 dwelling units per acre maximum.

3. Residential Planned Community

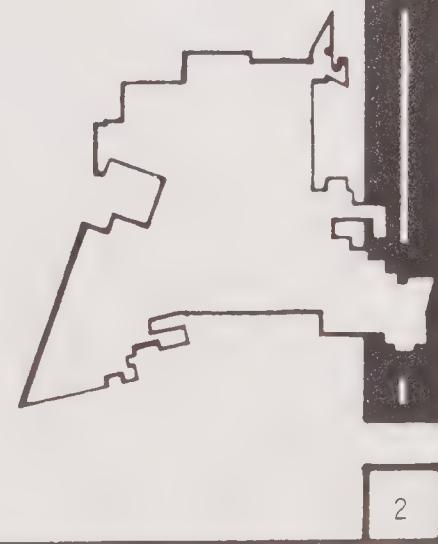
- A district designed to give maximum flexibility in residential development through the use of a "Development Plan" for a given area in which the overall density is an average of 7.1 dwelling units per acre with a maximum of 25 dwelling units per acre for any part. This will permit the interspersing of all residential uses and permit the development of planned neighborhood concept.

4. High Density Residential

- Apartments with a greater density per acre than the medium density developments to provide housing for small families, couples, and singles wishing to rent. A maximum of 25 units per acre.

- Are self explanatory.

5,6,7,8. Churches, Schools
Parks and Civic Center



9. Parkway Vista

- This district requires a 35 foot parkway to be landscaped in lieu of the required setback of the Zoning Code. This provides the following advantages:

- A. A uniform median treatment creating a more open feeling for the street scene.
- B. Increases the integrity of the development of the area in which it is located.
- C. Allows a smoother transition from one land use to another.
- D. Enhances the Civic Center and other adjacent land uses.
- E. Provides a gateway to the City.



PARKWAY VISTA



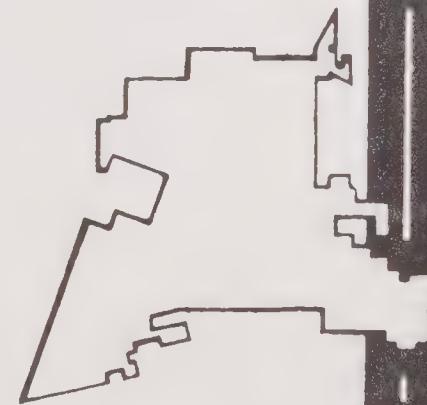
10. Scenic Vistas

- There are two categories of scenic vistas, one "active" and one "passive."

Active Scenic Vista - This classification allows hiking, bicycling, overnight camping in Parque Del Arroyo Verde and other areas of nature-oriented use. This designation is placed on both sides of the Carbon Creek Drainage Channel from Imperial Highway in the north to Orangethorpe Avenue to the south.

Passive Scenic Vista - This classification would allow passive appreciation of unique environmental resources. It identifies those areas of the City which are worthy of environmental protection, preservation or developmental sensitivity. The designation is placed on the river-cut terraces (barrancas) located between Rose Drive on the West and Lakeview Avenue on the East.

The purpose of both scenic vistas is to preserve unique and unusual topographic and geologic phenomena and their related aesthetic values.



11. Commercial Recreation

- Privately-owned facilities as a primary use and uses secondary to the main use.

Primary Uses: Golf Courses
Private Lakes
Driving Ranges
Etc.

Secondary Uses: Restaurants
Pro Shops
Boat Shops
Boat Rentals
Etc.

12. Professional Office

- Business and administrative offices, doctors' offices and medical centers and uses of a similar nature.

13. Commercial

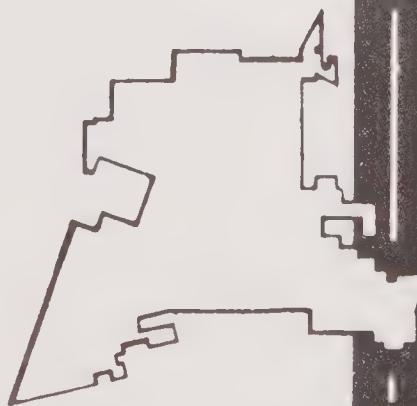
- Retail and wholesale outlets of goods and services as well as highway-oriented commercial uses.

14. Historical Commercial

- Designed for the preservation of the historical character of the City. To capture and embrace the Spanish heritage of "OLD TOWN PLACENTIA."

15. Commercial Manufacturing

- This designation permits uses that are either or both small commercial retail and manufacturing in nature.





16. Industrial Park

- Quality, integrated manufacturing and corporate office that can be created in a park-like atmosphere.

17. Industrial

- Industrial manufacturing of less restrictive nature than those uses permitted in the Industrial Park designation.

18. Manufacturing and Storage

- Designed to establish an area where the small manufacturer can develop in an atmosphere conducive to smaller parcels of land.

On Table No. 1 is found the Land Use distribution as proposed by the General Plan Map. The distribution of land uses will provide the City of Placentia with the "Balanced Community" concept which has been the basis of all the City's land use elements.



TABLE I
LAND USE INVENTORY PER THE GENERAL PLAN

	ACRES	UNITS/ACRE	TOTAL UNITS	POP/UNIT	POP	ACREAGE % OF TOTAL
Low Density Residential	1,682	4	6,728	4.0 x .85	22,875	35.5
Medium Density Residential	227	11	2,497	2.4 x .85	5,094	4.8
High Density Residential	168	25	4,200	2.4 x .85	8,568	3.5 17.5%
Residential Planned Community	439	7.1	3,117	2.8 x .85	7,419	9.1
Schools	206					4.6
Community Park	62					1.3
Commercial Recreation	40					0.8
Professional Office	40					0.8 7.0%
Commercial	256					5.4
Industrial Park	307					6.5
Industrial	300					6.4
Streets	940					20.0
*Other	50					1.3
TOTAL	4,717		16,542		43,956	100.0%

*Other includes Community Centers, Churches, Historical Commercial, Commercial Manufacturing, and Manufacturing and Storage.



INTRODUCTION

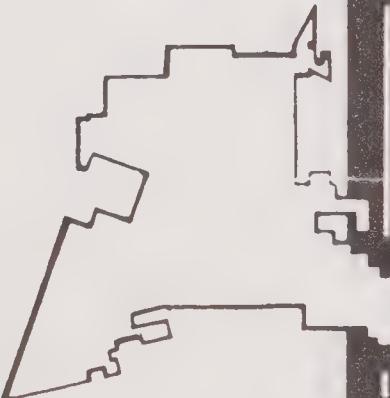


PIAGENIA

INTRODUCTION

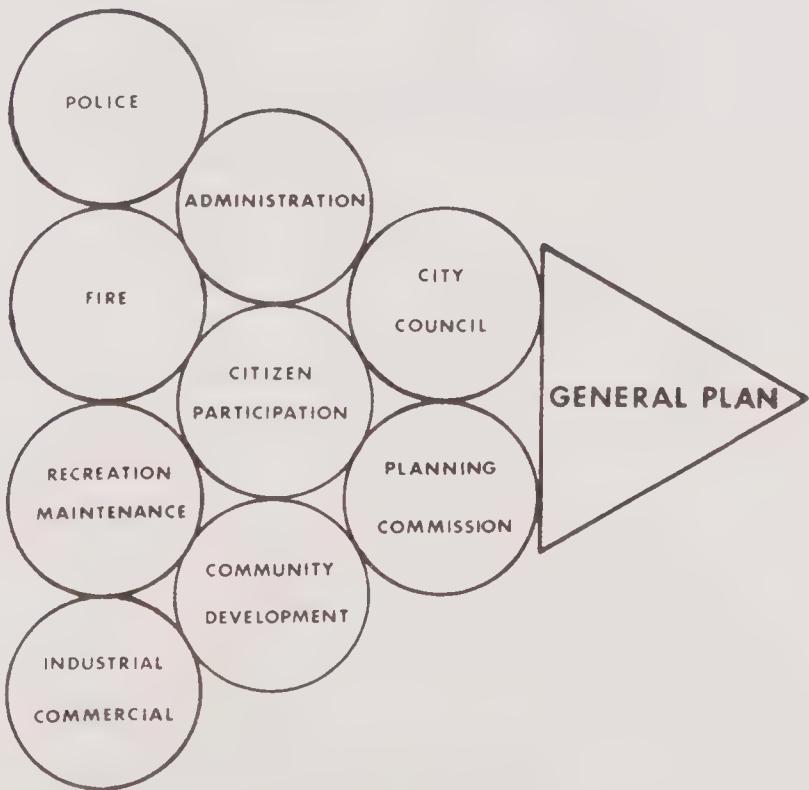
This report together with the attached plan constitutes the Land Use Element of the 1988 General Plan for the City of Placentia. To many Placentians, this statement probably suggests several questions:

- What is a General Plan?
- Why was it prepared?
- What will it do?
- What is zoning, compared to a General Plan?



THE GENERAL PLAN DEFINED

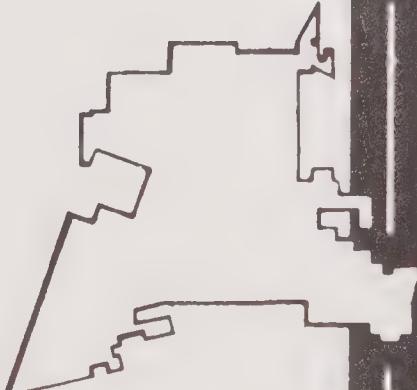
In broad terms, the General Plan represents a focusing of planning thought and effort; it is an attempt to identify and analyze the complex forces, relationships and dynamics of city growth in order that they can be purposely shaped and directed to accord with recognized community goals and aspirations. From the standpoint of the citizen, the General Plan may be considered a public document embodying a realistic appraisal of "WHERE WE ARE AND WHERE WE ARE GOING."





THE GENERAL PLAN: A LIVING DOCUMENT

The forces that direct the course of city development have been and shall continue to be constantly changing. The changes in our technology, living and educational standards, and the changes in community opinion and in economic influences will in time outmode our present concept and ideas. The General Plan must be reviewed and modified periodically. It must always reflect current thinking. If allowed to stagnate in the face of change, it becomes an archaic and unused document with only historical value.



THE NEED FOR THE GENERAL PLAN

There is a compelling injunction that we prepare plans which will make the best use of our physical and human resources. The earth's continuing population explosion reminds us ever more forcefully that land is indeed a limited resource. As land shrinks in supply, and as urbanization and interdependent living proceed swiftly, a vital community interest must attach to the use of this resource. It becomes a legitimate public concern that the most efficient, balanced combination of land uses be achieved from among the innumerable alternatives competing for space.

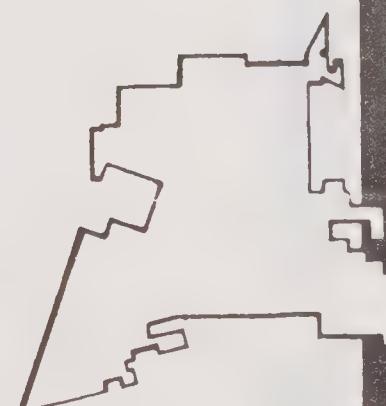
Preparation of the General Plan is based on the logical premise that if a City knows where it wants to go, it possesses a far better prospect of getting there. The General Plan seeks to determine rational and complementary development goals for the future, and disseminate openly and freely the direction Placentia means to take in attaining its objective.

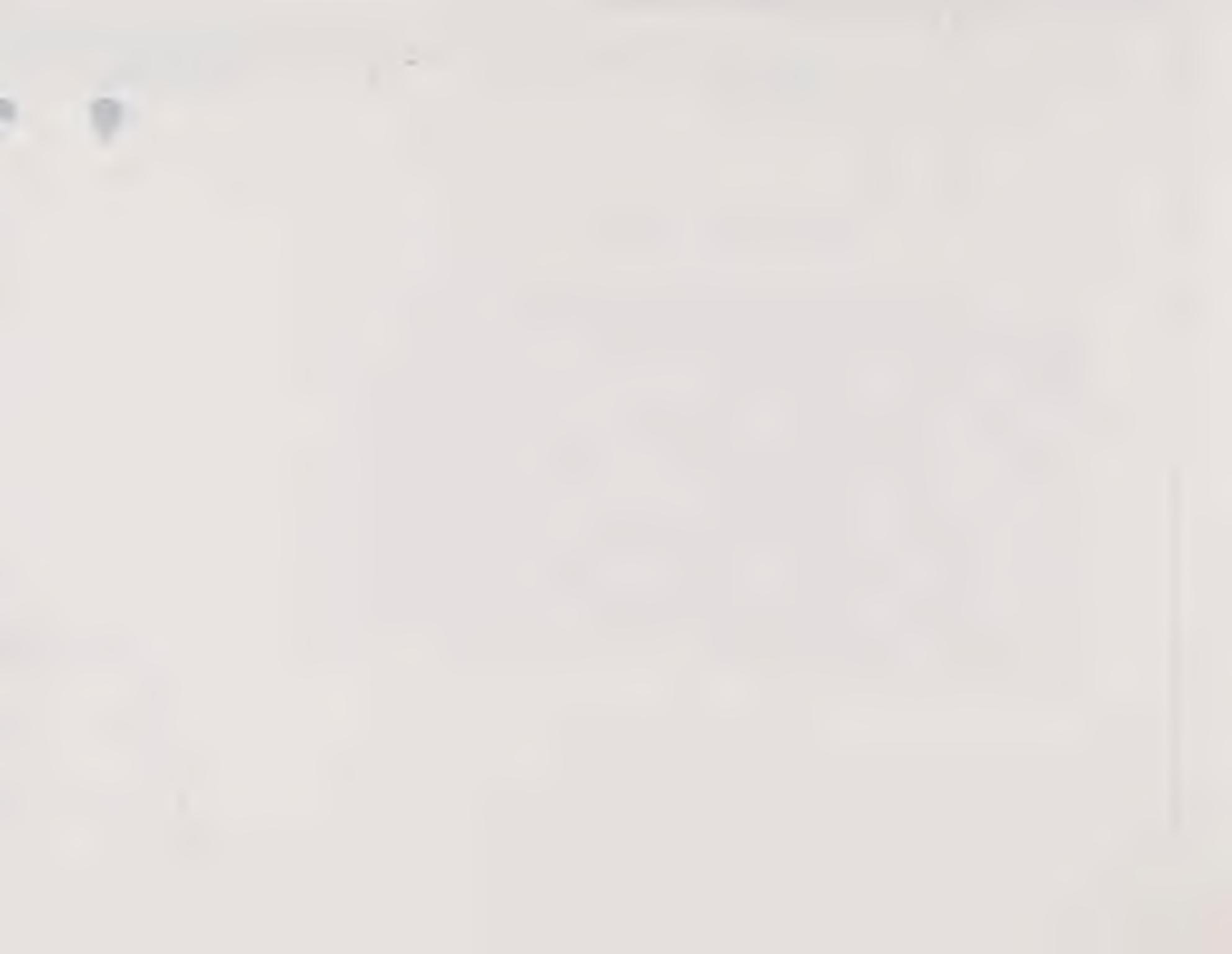
The General Plan is essential to successful community development. Experience has demonstrated that many problems in Placentia cannot be treated without studying the whole of the community. The General Plan provides a comprehensive framework which permits recognition of the relationship of the parts to the whole and establishes a legal basis for the resolution of conflicts.



GENERAL PLAN vs ZONING

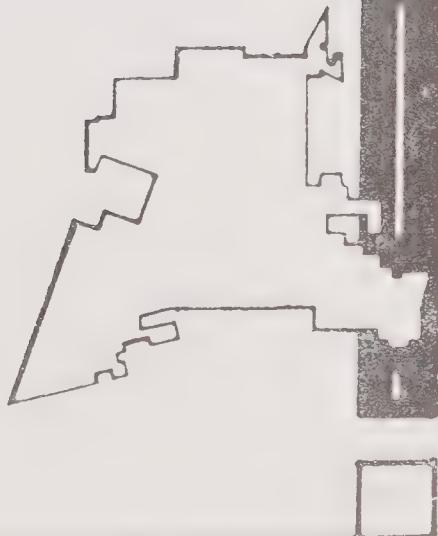
It is necessary to note that the zoning designations and the General Plan Land Use designations will conform to each other as required by Section 65860 of the Government Code as amended by Chapter 1446, Statutes of 1971, Senate Bill No. 1239. The Code states: "(A) County or city zoning ordinances shall be consistent with the general plan of the county or city by July 1, 1973. (B) Any resident or property owner within a city or a county, as the case may be, may bring an action in the Superior Court to enforce compliance with the provisions of subdivision (A). Any such action or proceedings shall be governed by Chapter 2 (commencing with Section 1084) of Title 1 of Part 3 of Code of Civil Procedure. Any action or proceedings taken pursuant to the provisions of this subsection must be taken within six months of July 1, 1973, or within 90 days of the enactment of any new zoning or ordinance or the amendment of any existing zoning ordinance as to said amendment or amendments." The staff will give a status of land use as currently zoned but will present the 1988 General Plan on the premise of conforming zoning and General Plan Land Use designations.





HISTORY

PLACENTIA



HISTORY OF THE DEVELOPMENT OF PLACENTIA

The Beginning

The Spanish were the first settlers in the Placentia area. In 1810, a land grant was given to Jose Antonio Yorba which contained the vast area of 79,000 acres and stretched from the mouth of the Santa Ana River, then in Newport Bay, to what is now the Green River Golf Course. In 1837, another grant was given. This grant was to Juan Pacifico Ontiveras and covered the 36,000 acres that are now Placentia, Anaheim, Fullerton, and Brea.

These lands provided the setting for two great Ranchos on which cattle were raised for their hides. These hides were in turn traded to Yankees who braved the voyage around Cape Horn from the east coast of America. This type of an economy, however, did not prove a favorable setting for growth and development.

The Breakup of the Ranchos

The Gold Rush in 1849 provided some population growth, but it wasn't until after California became the 31st state in the Union in 1850 that the Ranchos began to break up and the economy began to shift from pastoral to agricultural.

In 1857, a group of German agriculturalists bought 1,165 acres from Juan Pacifico Ontiveras and founded Anaheim. They started the first large scale farming industry in Orange County with their production of grapes. A further impetus to growth was given by the sale of the Ontivera Rancho. After a severe drought and the death of many cattle, Ontiveras decided to sell his Rancho San Juan Cajon





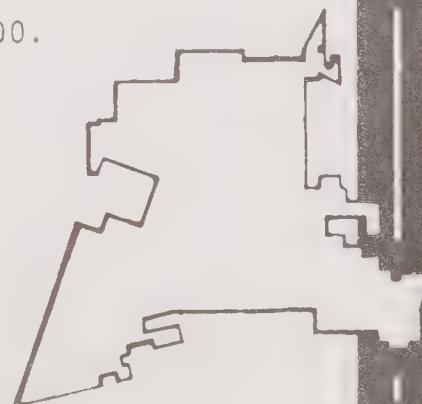
de Santa Ana in 1863. He found Abel Stearns a willing buyer, and for \$6,000, Stearns purchased the bulk of the Rancho. The remaining 4,000 acres of the Rancho were left to Ontiveras' sons, who in 1864, sold their land to August Langenberger and Ben Dreyfus, two Americans who had come west for the Gold Rush. Langenberger and Dreyfus in turn sold their 4,000 acres to Daniel Kraemer in 1865 and thus began the real development of Placentia.

Oranges and Growth

From 1865 to 1910, agricultural experimentation began and immigration increased. Cultivation of oranges and other citrus crops was found to be well suited to the climate and soil. A citrus packing house was established in 1863 and the railroad was persuaded to run a line to Placentia to transport the oranges. Stimulated by agricultural growth, a village began to develop and in 1910, Albert Bradford and Richard Melrose filed a map for the Townsite of Placentia.

The original townsite contained 115 acres. Sixty acres of that were subdivided into residential, commercial and industrial lots which were located both north and south of the Santa Fe Railroad line. The town grew and finally in 1926, Placentia was incorporated as a General Law City with a population of 800.

From 1926 to 1950, Placentia was a rural town almost totally devoted to the production of oranges. The discovery of oil in 1919 added wealth and the Community of Atwood to that area but had little impact on the agricultural character of Placentia. In this period of time, the population barely doubled and the size of the City only increased from 115 acres to 160 acres.





Real urban growth of the kind known to Southern California did not start in Placentia until the 1960's. The population rose from 3,861 in 1960, to 27,450 in 1972. Also, the size of the City rose from 1,086 acres in 1960 to 4,236 acres in 1972. This can be seen from Figure 1. The form of government was changed to a Council-Administrator-type in 1965, when the City received its Charter.

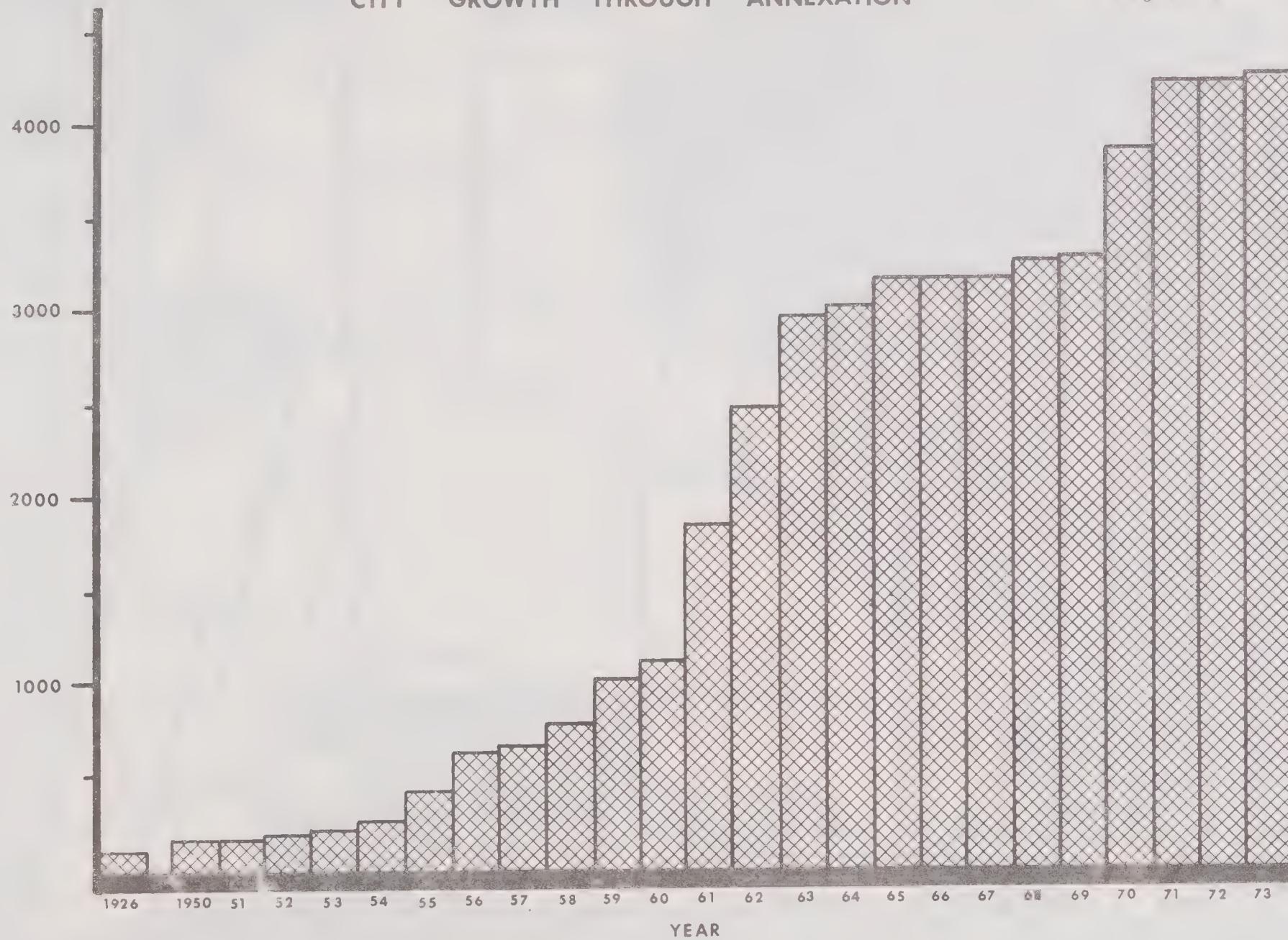
Through careful planning and dedicated implementation, Placentia is becoming a well-balanced community offering exceptional residential environment and compatible commercial and industrial activities to provide employment and offer services required by the residents.

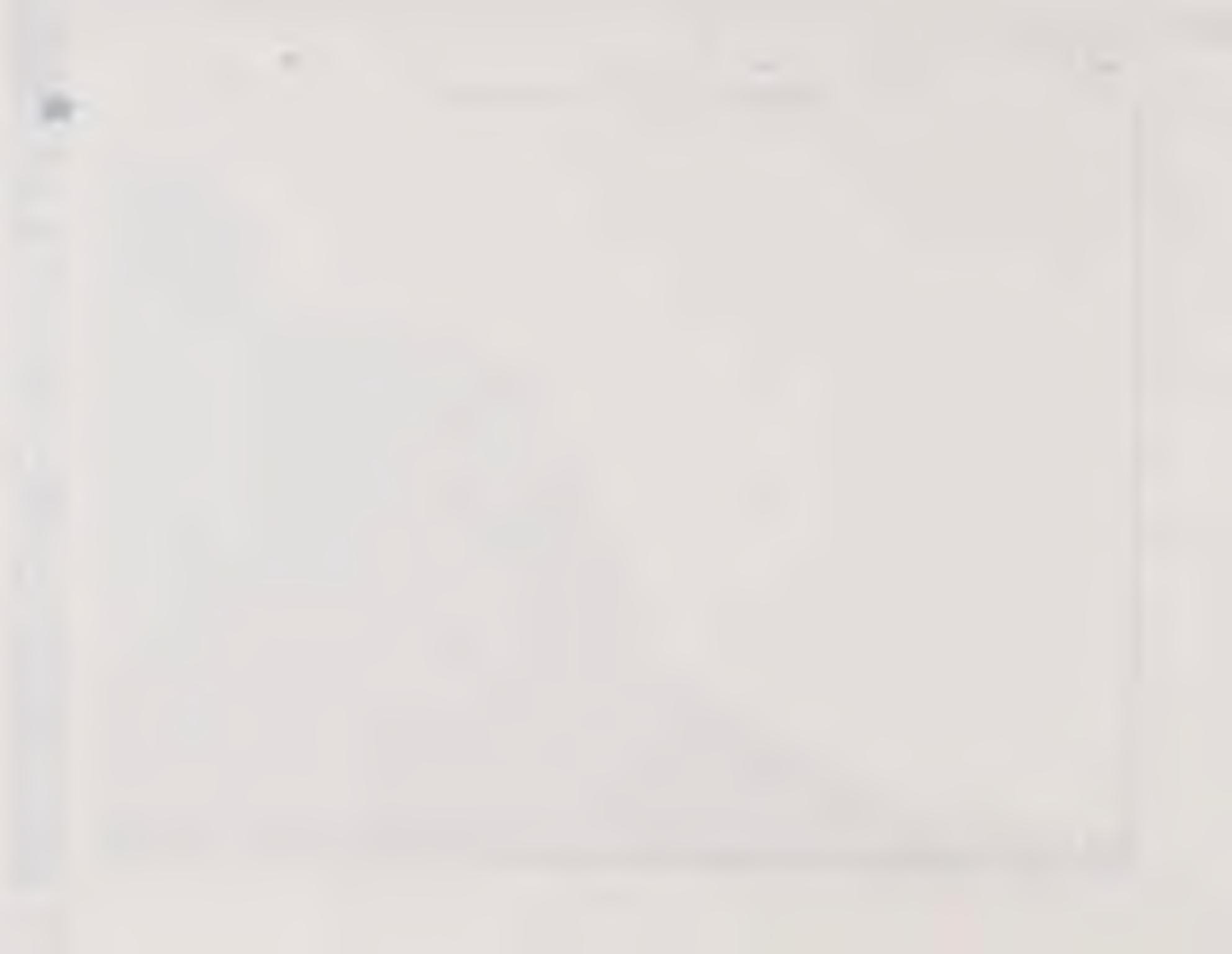




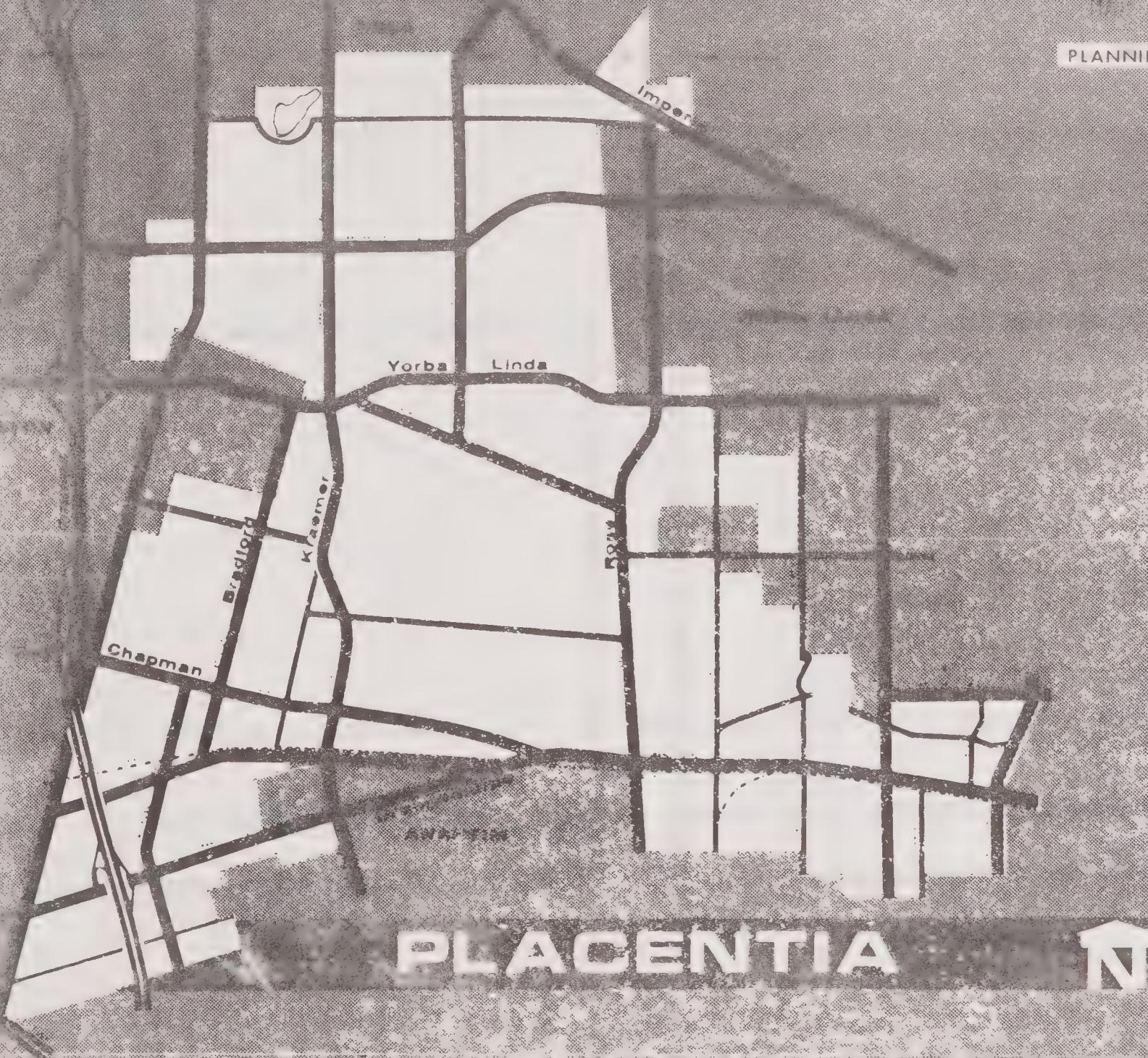
CITY GROWTH THROUGH ANNEXATION

Figure 1





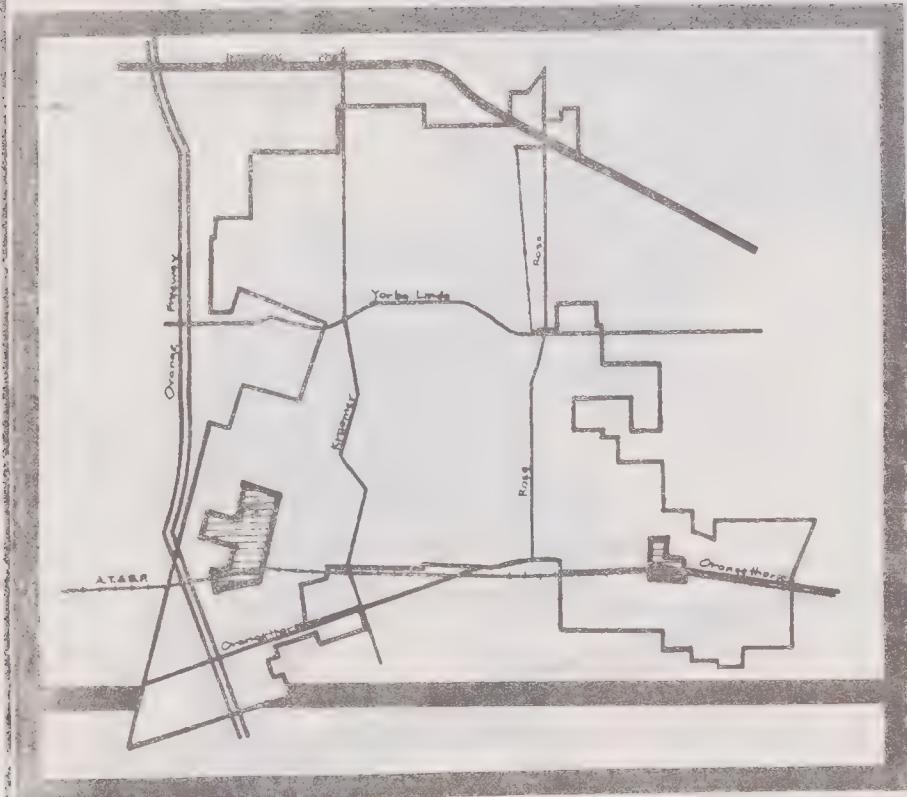
PLANNING AREA



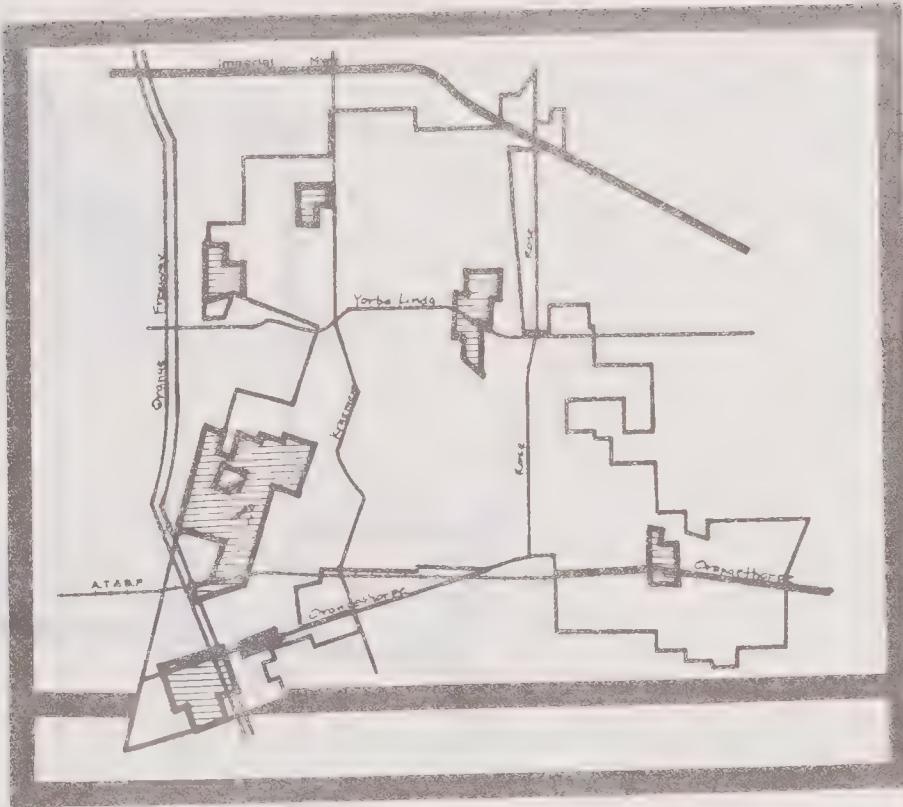
MAP 2

URBANIZED AREAS

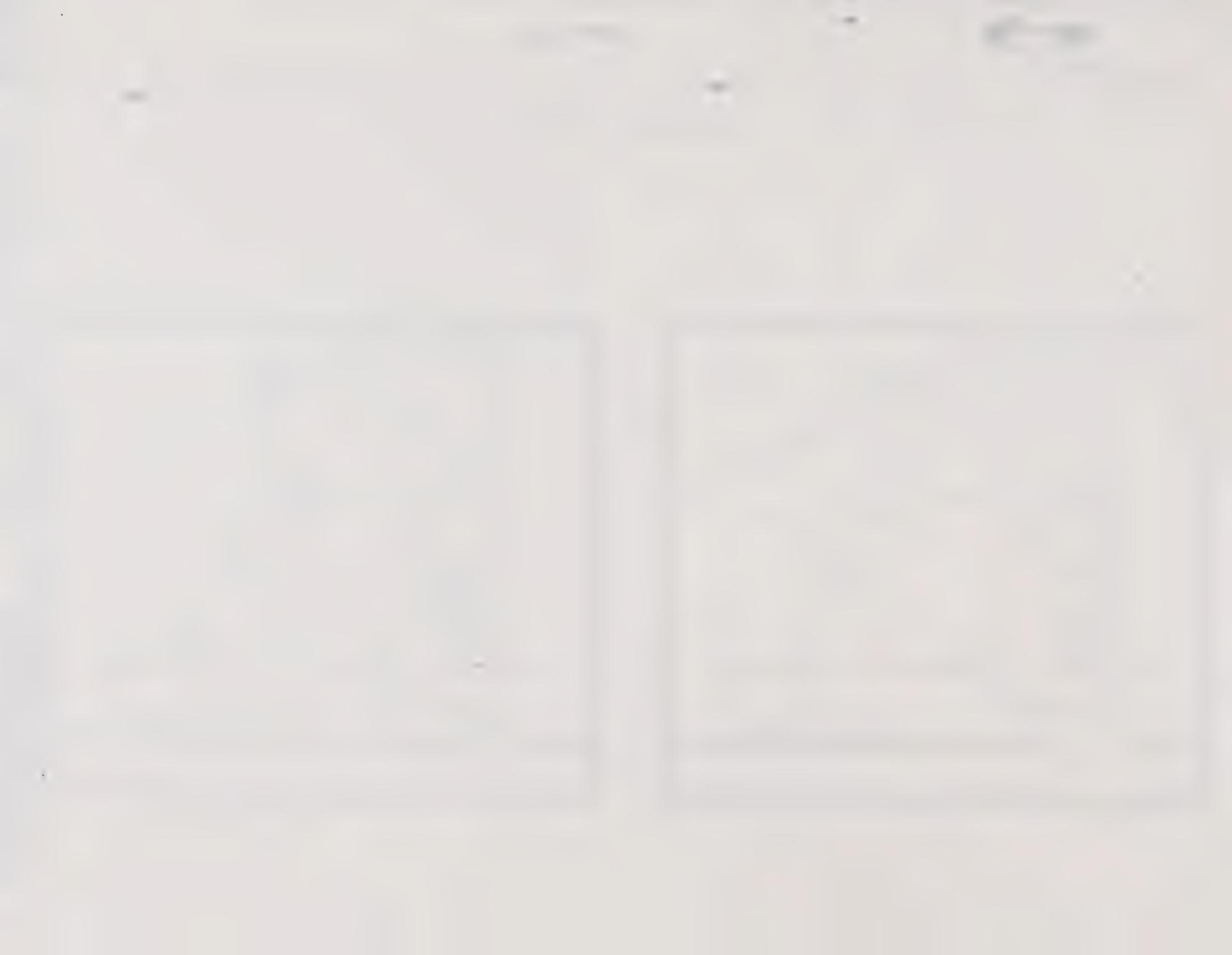
1950



1960



PLACEMENT



MAP 3

URBANIZED AREA 1973





ENVIRONMENT

PLACEMENT



PHYSICAL ENVIRONMENT

Location

Placentia is located in the northwestern part of Orange County and is surrounded by four other cities; Brea on the north, Yorba Linda on the east, Anaheim on the South and Fullerton on the west. The City is situated in the Southern California coastal region, 19 miles northeast of the nearest seaport terminal, Long Beach; 24 miles southeast of Los Angeles, and 95 miles north of San Diego. Placentia is 17 miles inland from the Pacific Ocean and Orange County beaches.

The location of Placentia and its proximity to several freeways makes it readily accessible from the coastal cities, the "inland empire," and Los Angeles. The Orange and Newport Beach freeways provide easy north-south travel; and the Riverside, Santa Ana, and Garden Grove Freeways readily accommodate the east-west traveler.

TABLE II
SLOPE CATEGORY TABLE

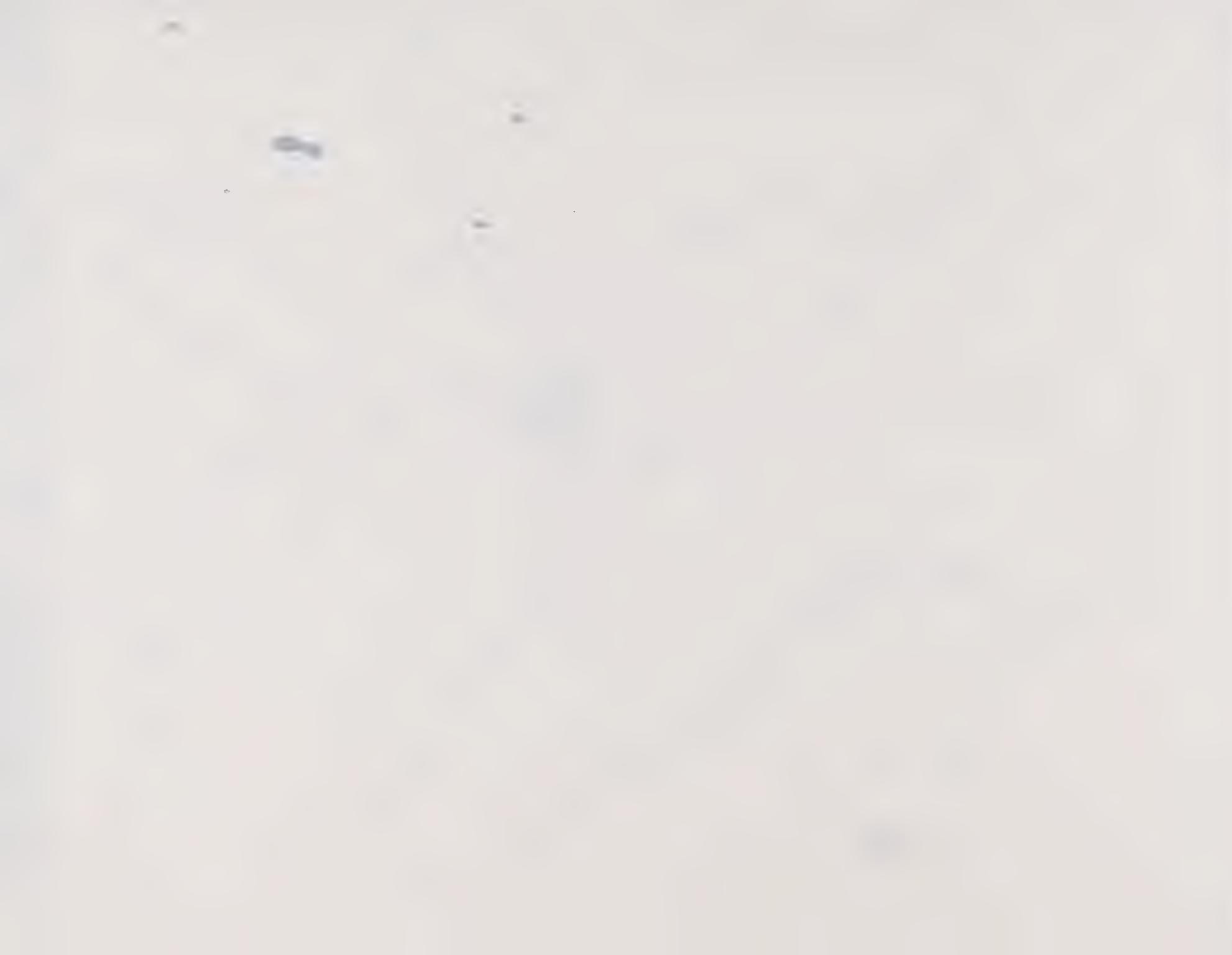
CATEGORY (Percent of Slope)	Percent of Planning Area
0.5 or less	15
0.6 to 3.0	50
4.0 to 16.0	20
17.0 to 24.0	8
25.0 or more	7
TOTAL 100%	



VICINITY AND LOCATION MAP

MAP 4





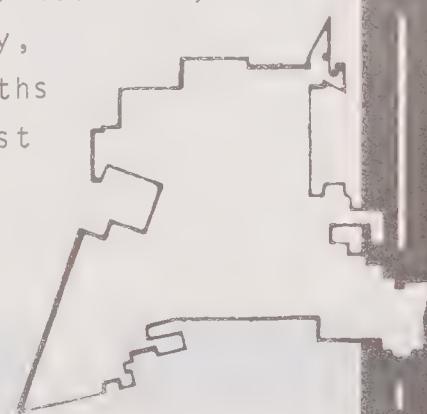
Topography

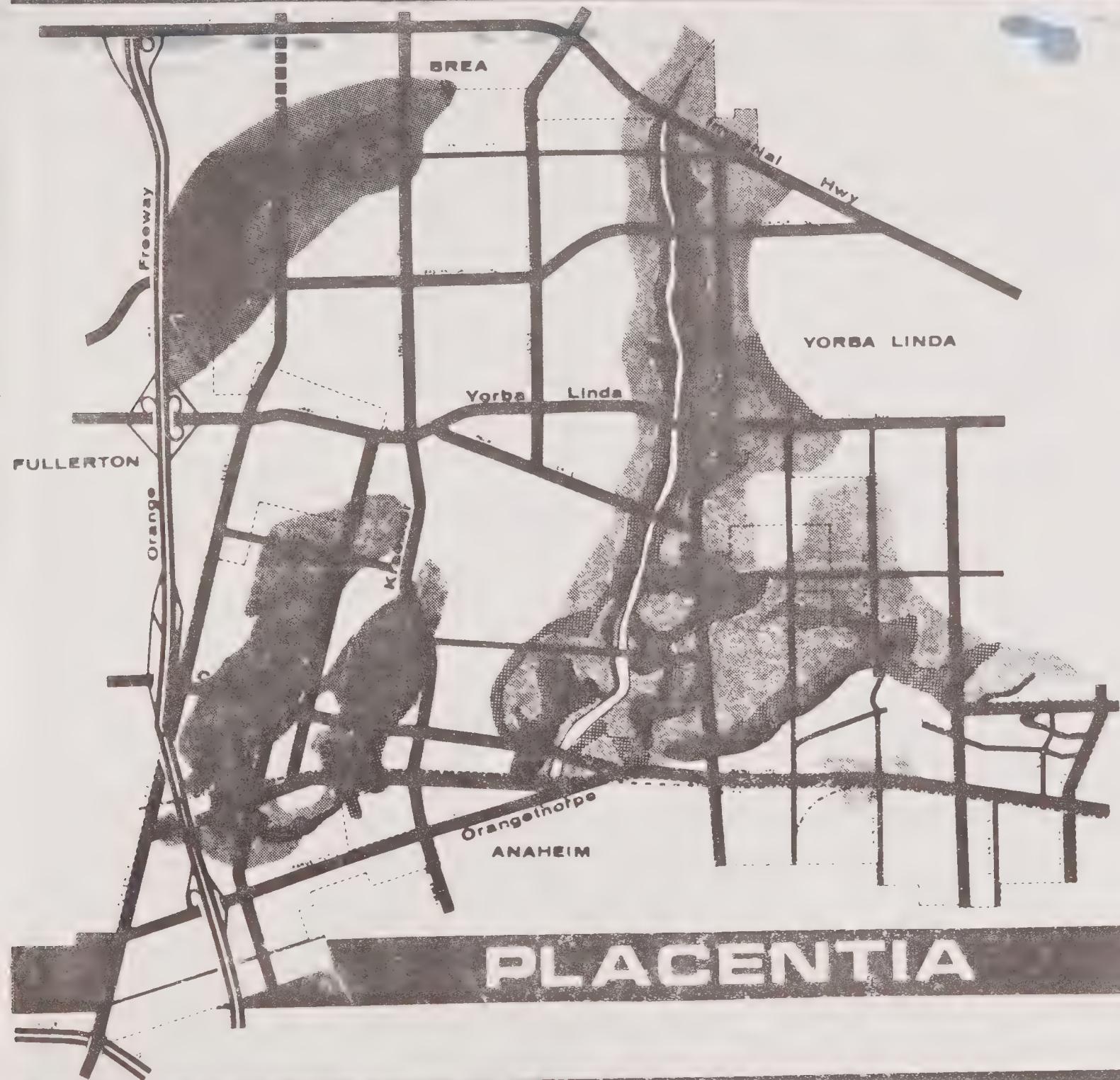
Placentia is located within the coastal plain in the northeasterly section of the Santa Ana River Basin. The southern part of the City is slightly above the elevation of the river which runs to the south of the City in a westerly direction. The elevation of the land rises in a northerly direction as it approaches the coastal foothills of the Santa Ana Mountains. The average elevation rises from approximately 250 feet in the southern part of the City to 350 feet in the northern portion. This rise in grade is gentle and gives a level topographical characteristic to the City. Generally, "flat" topography of the City is evident from Table II and Map 5.

Climate

Placentia's Mediterranean-type climate is typical of Southern California's mild climate. Summers are cool and winters are warm in comparison with other locations along the same general latitude.

The annual mean temperature in Placentia is 62.4° F., with a mean low of 43.4° F., and a mean high of 76.1° F. Precipitation averages 13.40 inches annually, with nearly 80 percent of the rainfall occurring in the four winter months from December through March. The prevailing winds are from the northwest at a mean velocity of 6.5 miles per hour. Further climatic data is provided in Table III.





SLOPE CATEGORY	
PER CENT SLOPE	
25 or more	
17-24	
4-16	
.06-3	
.05 or less	

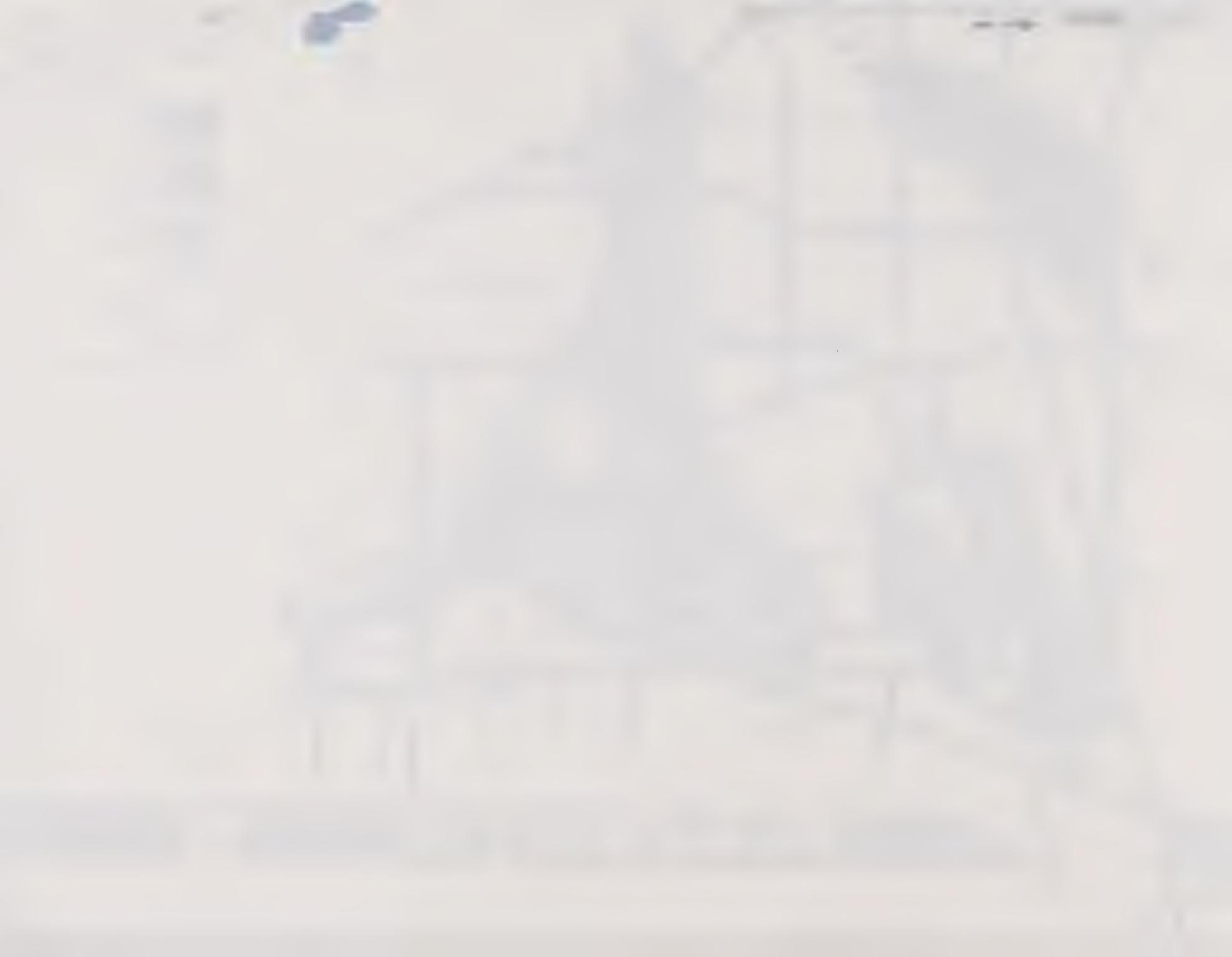


TABLE III
CLIMATIC DATA

PERIOD	AVERAGE TEMPERATURE			RAIN (INCHES)	HUMIDITY		
	MIN.	MEAN	MAX.		4 A.M.	NOON	4 P.M.
JAN	39.5	52.8	66.1	2.53	64%	48%	56%
APR	47.6	60.6	73.6	1.21	75%	54%	61%
JUL	58.7	71.8	84.8	.02	76%	56%	57%
OCT	51.2	65.4	79.6	.28	69%	49%	55%
YEAR	48.4	62.3	76.1	13.40	70%	51%	57%

Soil

The soil in Placentia is alluvial with an admixture of sand, silt, and loam. The stability of the soil ranks high in load bearing qualities and is reputed to be a minimum of 2000 pounds per square foot. This permits one-story buildings to be built without benefit of pilings. Since the underground water tables are at least 40 to 150 feet deep, excavation reveals no subterranean water problem.



Basic Area Resources

Agriculture - Placentia has a unique combination of climate and soil that make it exceptionally suited for the growing of citrus fruits. The production of oranges has historically been the prime factor in the economic base of the community and still plays an important part in the economy.

Mineral Resources - Oil was first discovered in Placentia in 1919. Since that time, corporations have been actively engaged in the extraction of hydrocarbons primarily in the southeastern section of the Planning Area.

There are three basic minerals commercially extracted in Orange County. They are, in the order of their economic importance: (1) petroleum and natural gas derivatives; (2) clay; and (3) sand and gravel. Placentia is indeed fortunate to share in the most economically rewarding of the three: petroleum and natural gas derivatives.

In 1968, 343,100 barrels (42 gallons each) of oil were produced within the City limits. Within the Planning Area, 2,110,709 barrels were produced. The 1969 totals were 346,104 and 1,959,814 barrels for the same area. The most current data indicate that in 1970, approximately 298,722 and 1,672,843 barrels were produced for the same area. The total petroleum production for Orange County in 1970 was 34,810,000 barrels. This means that in 1970, 4.8 percent of the County oil production was extracted in the Placentia Planning Area.



POPULATION

PLACENTIA





POPULATION CHARACTERISTICS

A city is an aggregation of people who are collectively termed its "population." The size, distribution and characteristics of the population are fundamental factors in planning any city's future. Population data are essential in the planning of residential, commercial, and industrial areas, in designating the transportation system and in location of community facilities.

Placentia has experienced an exceptional growth rate over the past 20 years. Between 1950 and 1960, the City's population increased 248 percent. In the next 10 years, 1960 to 1970, the population increased 276 percent. From 1970 to 1972, the population increased 25 percent. As in the past, yearly increase has been substantial, and it appears that this trend will continue for approximately 10 more years with a projected population increase of 362 percent.

Figure 1, "Annual Population Growth," graphically charts the City's population growth in two ways. The first method is by actual number of residents per given year and the second means is by the "growth rate," or the increase in population for a period of one year expressed as the percent increase over the population of the previous year.

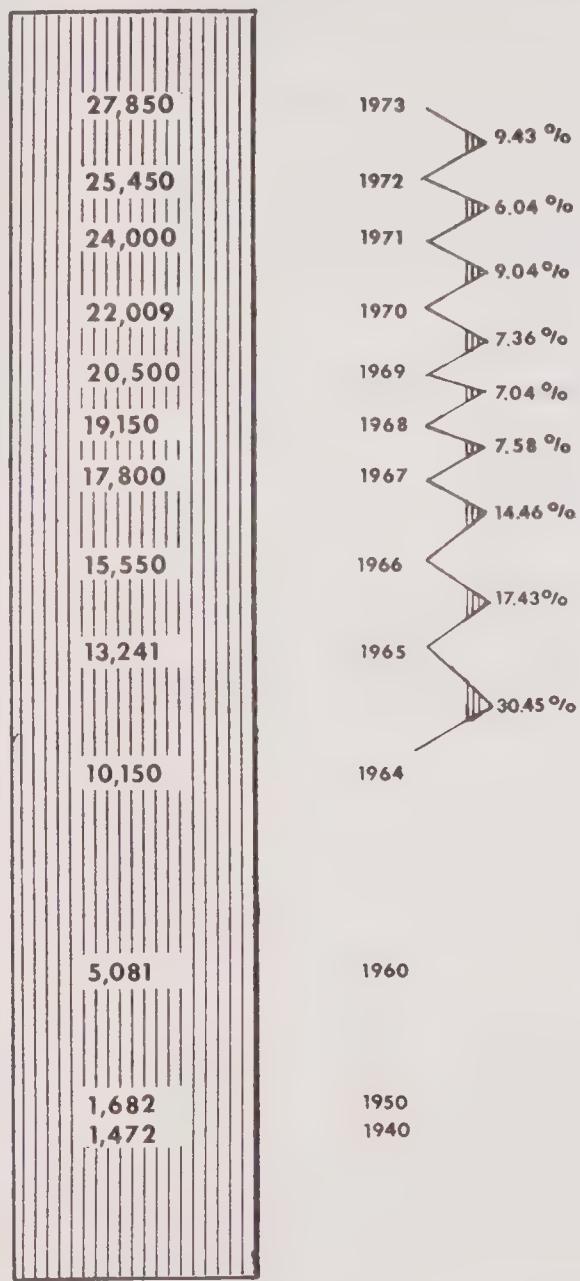
The reader must be cautioned that "growth rate" is normally expressed in terms of an annual percentage, and therefore, those comparisons for periods of more than one year may be thought of only as a percent increase and not a "growth rate." However, the comparisons given do illustrate a very dynamic growth pattern for the City.



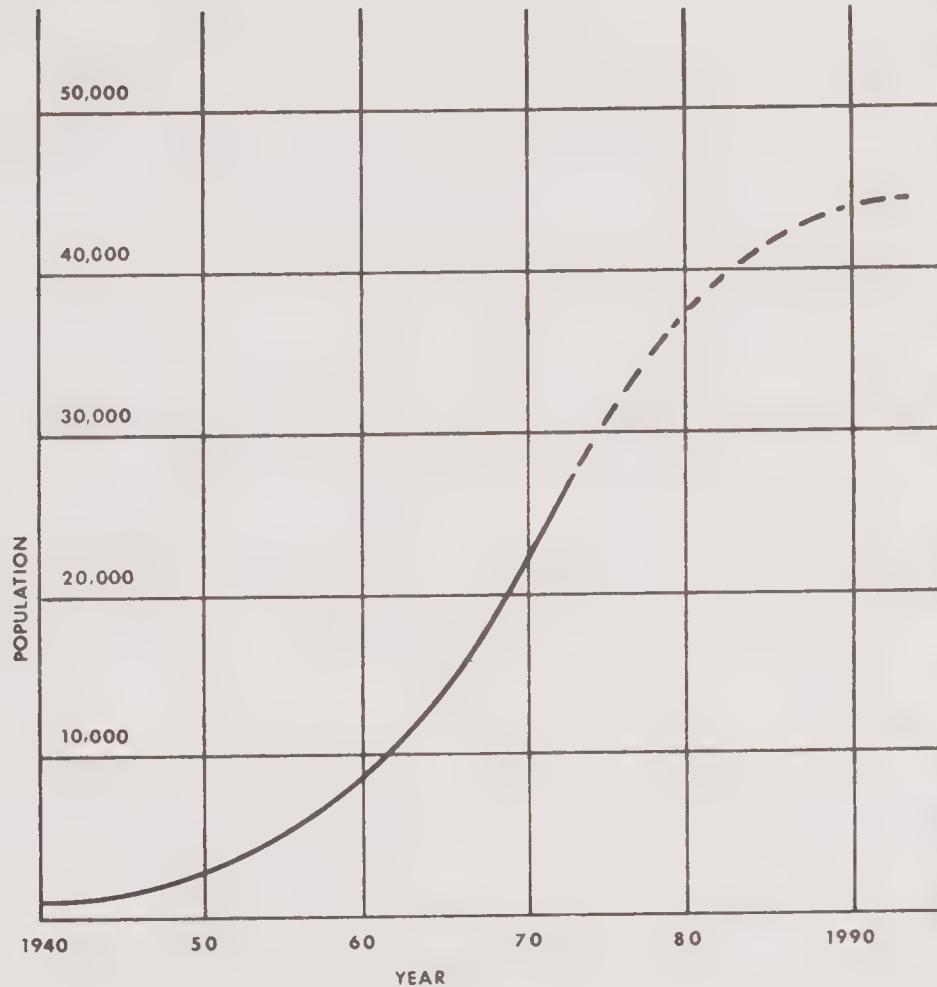
FIGURE 2

POPULATION

YEAR % GAIN



POPULATION PROJECTION



It is obvious that the greatest growth in actual numbers of new residents has occurred since 1960. This phenomena is in line with the trend of growth within the County.

Orange County is now and has been the fastest growing county in the nation some years. The number of new residents gained in the County from 1960 to 1970 is 71.9 percent higher than the number gained from 1950 to 1960.

Present and Future Populations

The spectacular growth experienced by this City during the fifties and the sixties has boosted its population to a figure of 27,850 as of January 1, 1973.

As seen in Table IV, "Projected Population for Placentia 1970 - 1988," it is projected that the City's population for 1988 will be 44,895.

TABLE IV
PROJECTED POPULATION FOR PLACENTIA
1970 - 1988

YEAR	PLACENTIA	ORANGE COUNTY
1970	22,802	1,420,000
1975	34,500	1,847,500
1980	40,000	2,275,000
1988	44,895	2,562,500



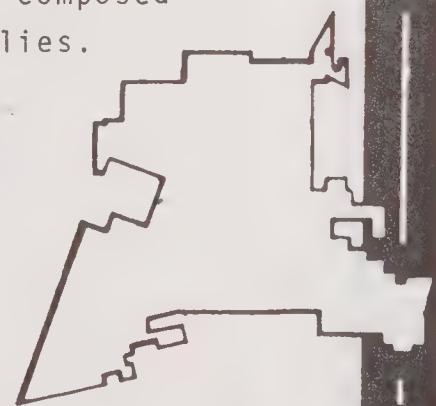
Distribution by Age and Sex

The number of the population in various age groups can determine the house sizes needed, amount and type of schools that must be provided, the amount and types of various public facilities and a host of other goods and services that must be provided to adequately serve the needs of the population.

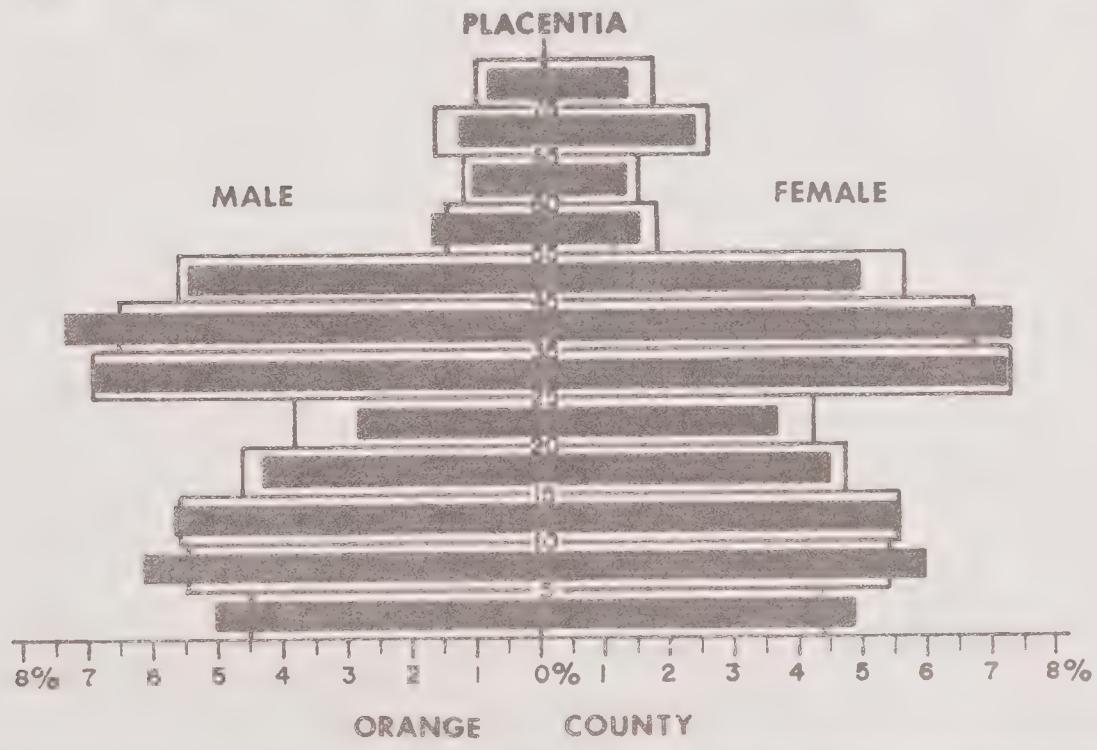
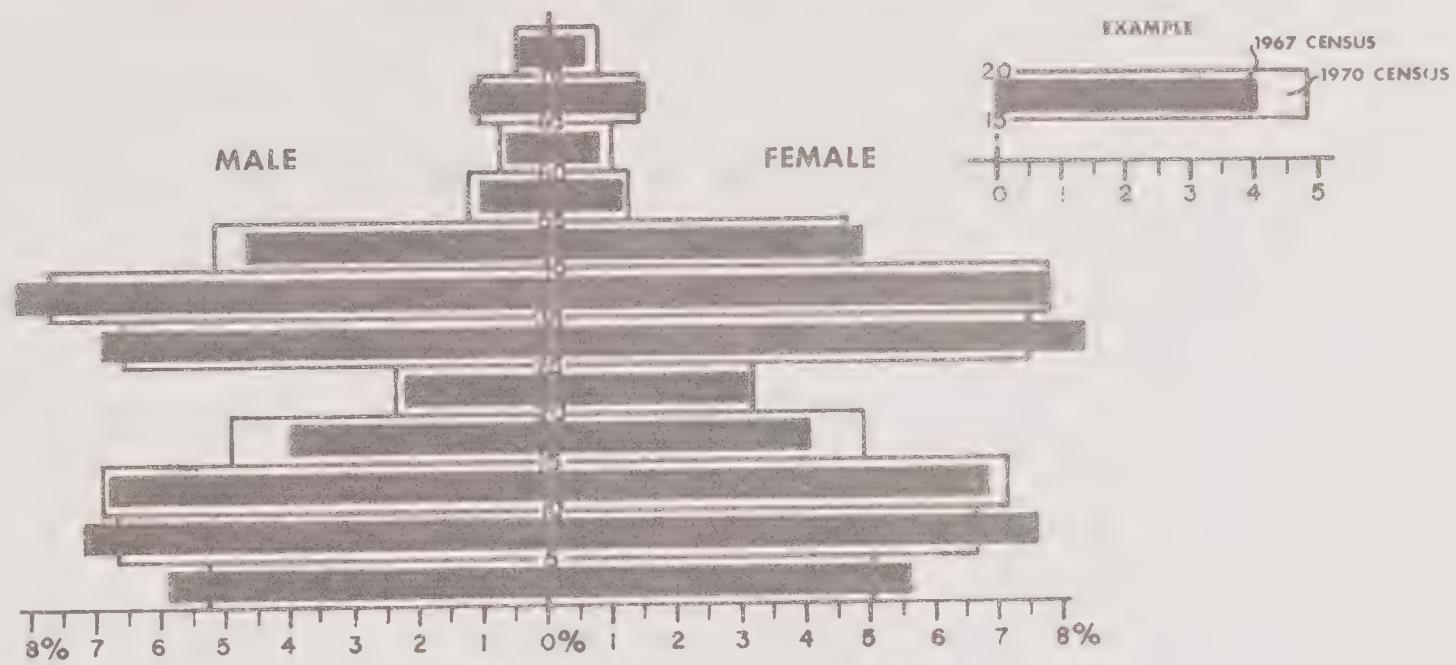
Placentia, like many other Southern California communities, has a young population. The median age for a male resident in Placentia is 22.7 years, for a female, 26.4 years. Figure II graphically presents a distribution of Placentia's population with respect to age and sex and compares it with the County's population.

These figures reveal 35.2 percent of Placentia's population is of school age (kindergarten through high school). There are 3.6 percent of the residents age 65 or over. There are 51.3 percent from 19 to 64 years, classified as Placentia's employment pool.

The profile defined by these statistics is one of a community primarily composed of young parents actively engaged in employment and the raising of families. This image is further substantiated by the fact that 9.9 percent of the residents are below the age of 5 years. Table V delineates Placentia's population by age and sex categories both in absolute numbers and by percentages at the time of the last Federal census in 1970.



POPULATION DISTRIBUTION BY AGE & SEX



PLACENTIA

TABLE V
PLACENTIA POPULATION BY AGE AND SEX - 1970

	Male	Female	Male	Female
Census Population	21,982			Percent of Total By Sex
Base for Age Distribution	9,241	9,440	49.6%	50.5%
Under 5	1,111	1,060	10.2	9.6
5 to 9	1,388	1,355	12.7	12.2
10 to 14	1,458	1,441	13.4	13.0
15 to 19	1,067	1,053	9.8	9.5
20 to 24	656	832	6.0	7.5
25 to 29	719	756	6.6	6.8
30 to 34	806	901	7.4	8.1
35 to 39	835	875	7.7	7.9
40 to 44	833	757	7.6	6.8
45 to 49	716	658	6.6	5.9
50 to 54	468	435	4.3	3.9
55 to 59	299	292	2.7	2.6
60 to 64	192	215	1.8	1.9
65 to 69	140	169	1.3	1.5
70 to 74	91	128	0.8	1.2
75 and over	118	155	1.1	1.4
Median		22.7		23.3

Physical Distribution

The majority of the City's population lives in the northern "half" of the City. This part of the City has experienced most of the new development that has occurred since 1960. The relative absence of topographic and oil well problems primarily determined the concentration of development in the north. Where located in the south, however, residential densities are normally higher than in the north. This is due to the fact that the southern part of the City was developed in the first half of the century when standard lot sizes were smaller than those currently required. Although a geographically balanced population distribution is not necessarily a desirable goal, the ultimate distribution for Placentia will approach a uniformity city wide, with the obvious exception of the industrial areas in the south.

Physical Mobility

Demographers are always interested in the physical movement of a population. When movement into an area is discovered, it is usually indicative that living conditions, such as environment, housing, and employment, are better in the new area than they were in the area moved from.

The reader already is aware that Placentia has experienced a considerable population growth since 1960. This population growth has been primarily due to immigration, not natural increase. There are several reasons for this phenomena. The first reason is that Placentia is located within Southern California, which has been experiencing tremendous immigration since World War II. This would explain the growth of Southern California, but not of Placentia. Why then did people decide to locate in Placentia instead of other areas in Southern California?



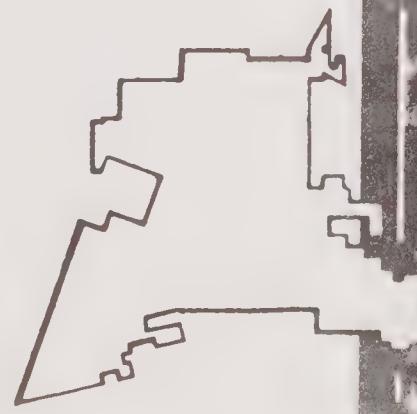
One of the primary considerations in locating a residence is its proximity in relation to the workplace. The dwelling must be within a reasonable distance or driving time from the place of employment. Distance from the workplace is also acted upon by the availability of housing that is desired and that the buyer can afford. Placentia was chosen by many residents because of the availability of employment in the immediate area. The extension of the Santa Ana and Riverside freeways also made the Los Angeles employment area available to many potential residents. The second part of the story--housing --was supplied through the rapid transition of orange groves to residential subdivisions. The homes built were of good quality and in a semi-rural setting. Thus, the setting for rapid population growth, available housing in a quality environment close to employment, was provided.

The fact that most of the present residents of Placentia have been recently mobile and are newcomers to the area is established in Table VI, ("Years of Residence in City"). The question, "How long have you lived in Placentia?" was asked in the 1970 census. Some of the significant results follow:

19.6 percent - less than one year
67.8 percent - less than four years.

TABLE VI
YEARS OF RESIDENCE IN CITY
1970

Years in Area	Number	Percent
0 to 1	814	19.5
1 to 2	991	23.9
2 to 4	1010	24.3
5 or more	5487	32.3



Another measure of physical mobility is the number of miles driven in one year. In line with most other Southern California families, Placentia's residents are highly mobile in these terms. Table VII shows the estimated number of miles driven by Placentia families for 1967. The data indicates:

36 percent of families drive over 18,000 miles annually.

19 percent of families drive over 27,000 miles annually.

The average range in the number of miles driven for "2 car" families in Orange County was 16,000 to 20,000 in 1967.* Thus:

Over 36 percent of Placentia's families drive more miles than the County average.

* Underwriting Department of Farmers Insurance Co., November 1, 1970.

TABLE VII
NUMBER OF MILES DRIVEN ANNUALLY PER HOUSEHOLD - 1967

MILES	NO. OF HOUSEHOLDS	PERCENT
0 - 5,999	371	12.8
6,000 - 8,999	307	10.6
9,000 - 11,999	481	16.5
13,000 - 14,999	416	14.2
15,000 - 17,999	282	9.7
18,000 - 20,999	244	8.4
21,000 - 23,999	117	4.0
24,000 - 26,999	142	4.9
27,000 or more	549	18.9
TOTALS	2,909	100.0%



Education

Another significant characteristic of any population is the educational level of the adults. As may be expected, Placentia has a population that is extremely well-educated. Substantiation of this statement is provided by the results for "all-adult" respondents to the 1970 census. (Table VIII)

- 33 percent graduated from high school
- 23 percent completed four years of college or more
- Median educational level for all adults is one year college
- 42.5 percent completed at least one year of college.

Table VI gives the results of Educational Survey for Adults of the 1970 census. The table breaks the respondents into two groups, male and female. The question asked was "What is the highest grade level completed?" Some of the significant findings of the survey are:

College Graduates (Four Years)

- 30.40 percent of the males
- 14.30 percent of the females

Completed Some College (At Least One Year)

- 21.5 percent of the males
- 18.9 percent of the females

Graduated from High School

- 24.3 percent of the males
- 41.6 percent of the females.

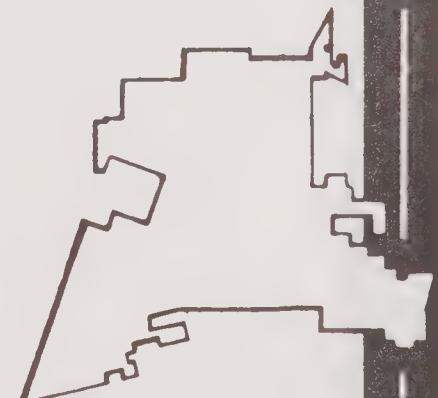


TABLE VIII
EDUCATIONAL LEVEL OF ADULTS - 1970

		Male		Female		Total	
High School		No.	%	No.	%	No.	%
9th to 11th	1 to 3 years	601	11.5	634	12.0	1235	11.7
12th	4 years	1269	24.3	2200	41.6	3468	33.0
College							
13th to 15th	1 to 3 years	1125	21.5	999	18.9	2124	20.2
16th	4 years	770	14.7	472	8.9	1242	11.8
17th	5 years or more	817	15.7	287	5.4	1105	10.5
TOTAL		5222	87.7%	5291	86.8%	10514	82.2%

Although no comprehensive educational data is available for the County, the Planning Division is confident that Placentia's educational level is higher than the County's. Two facts allow us this confidence. The first is that the median family income for Placentia is considerably higher than for the County. The second fact is that Placentia has a high percentage of its adult residents in professional occupations which normally require college degrees. Since high income and professional occupations correlate highly with education, this information would tend to confirm our opinion that Placentia's adult educational level is higher than the County's.

Income

Social scientists have concluded the single most germane indicator of a person is his occupation and, in turn, the income established by his occupation. In the American society it is a family's income that establishes the home they will buy and the lifestyle in which they will live. This is not to say some people will not choose a lifestyle lesser than they can afford, but this is the exception and not the rule. Therefore, a very pertinent characteristic of any population is income distribution.

Table IX, "Family Income - 1970," gives the distribution of income for Placentia families in 1970. It is interesting to note that on the 1970 Census, when asked "What is the total combined income for this household?",

- 85.4 percent of families indicated income over \$ 7,000 per year,
- 73.2 percent of families indicated income over \$10,000 per year,
- 44.1 percent of families indicated income over \$15,000 per year;
- 7.6 percent of families indicated income over \$25,000 per year.





TABLE IX
PLACENTIA FAMILY INCOME - 1970

INCOME CATEGORY	NUMBER OF FAMILIES	PERCENT OF FAMILIES
Less than \$ 5,000	426	8.0
5,000 - 6,999	331	6.3
7,000 - 9,999	661	12.5
10,000 - 11,999	563	10.6
12,000 - 14,999	981	18.5
15,000 - 24,999	1933	36.5
25,000 - 49,999	389	7.3
More than 50,000	15	0.3
TOTALS	5298	100.0%

MEDIAN FAMILY INCOME: \$14,043

Calculations from Table IX determine that the median family income for Placentia was \$14,043 for 1970. This becomes very significant when compared to the County median of \$10,084. Therefore, Placentia's median family income was \$3,858 more than Orange County's in 1970.

The median family incomes for both Placentia and Orange County have been listed for the years 1967 up to 1970 in Table X. The information in this table indicates that: Placentia is consistently \$3,700 to \$4,200 higher than Orange County in median family income.

TABLE X

ESTIMATED MEDIAN FAMILY INCOME
Placentia vs Orange County

Year	Placentia	Orange County
1967	\$ 11,350	\$ 7,650
1968	11,793	7,948
1969	12,359	8,329
1970	14,043	10,184

The conclusion that can be drawn from these income figures is that the median family in Placentia is able to afford a substantially better economic lifestyle than the average County resident. By lifestyle, we are speaking of housing, buying power, cultural and recreational activities and a host of other possessions, activities and pursuits that tend to differentiate families.



Employment Characteristics

From our discussion of income, we already know that social scientists consider occupation as the single most meaningful indicator of social position and lifestyle. The reason for this is because a person's occupation has certain prerequisites and rewards. For instance, we know that to be a doctor,(M.D.), a certain number of years of schooling, residency and experience are required. We also know that doctors are also handsomely rewarded in terms of income and prestige; furthermore, as a group, their lifestyle is more comfortable than other occupational groups.

Table XI categorizes employment information obtained from the 1970 census. Occupations and the percentage of the respondents that were engaged in the various occupations are given both for males and females. It should be noted that the categories for male occupations and female occupations are slightly different.



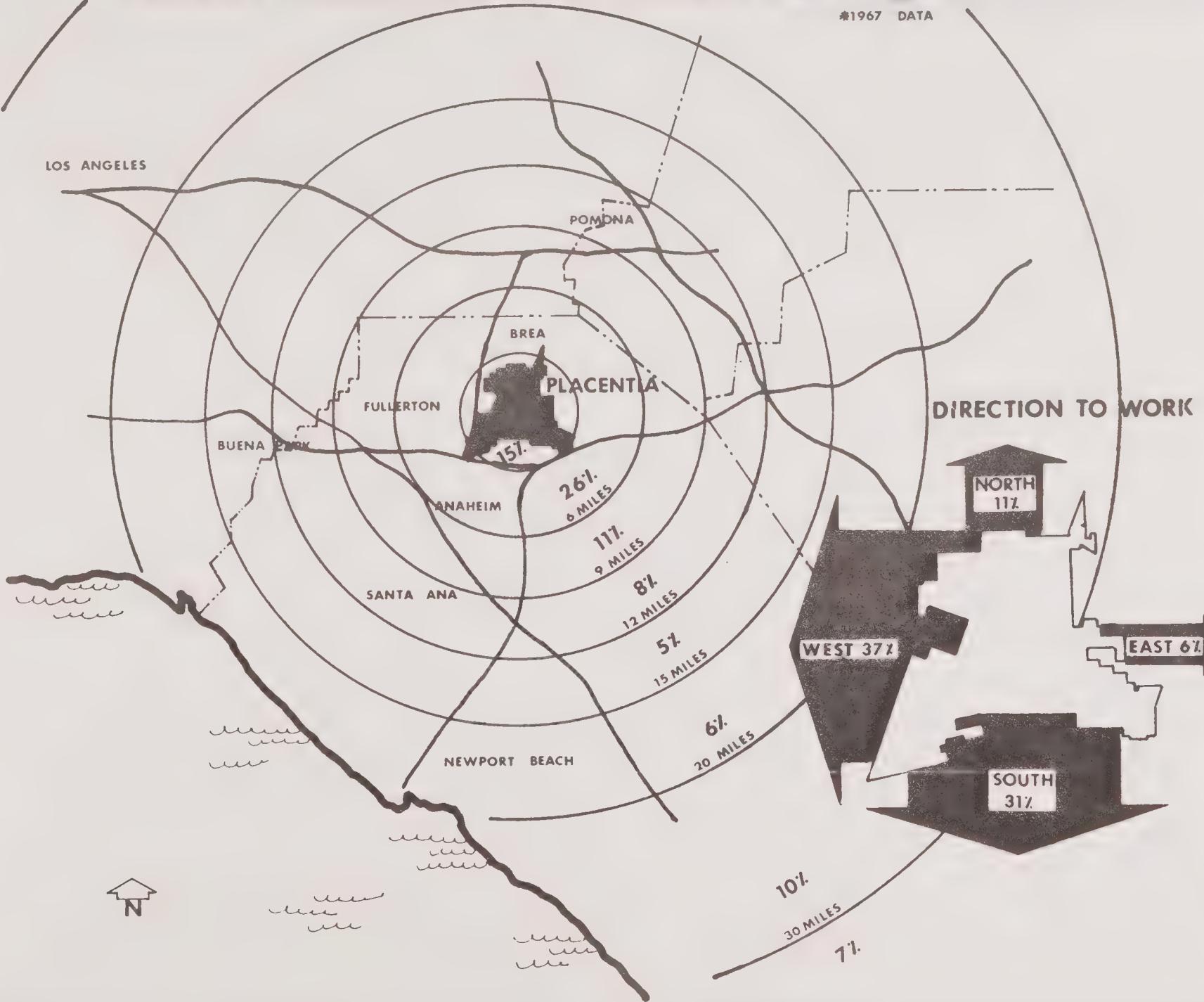
TABLE XI
OCCUPATIONAL BREAKDOWN
OF PLACENTIA RESIDENTS BY SEX - 1970

EMPLOYED MALES OVER 14 YEARS		EMPLOYED FEMALES OVER 14 YEARS	
<u>Occupation</u>	<u>% Engaged in Operation</u>	<u>Occupation</u>	<u>% Engaged in Operation</u>
Professional (Educator, Engineer, Doctor, Lawyer, Architect, C.P.A. Management)	23.7	Professional (Educator, Engineer, Doctor, Lawyer, Architect, C.P.A.)	27.3
Clerical (Retail sales, office worker, personal service employee, etc.)	17.7	Clerical-Office (Secretary, typist, bookkeeper, etc.)	26.9
Industrial Trades	39.0	Industrial-Manufacturing	22.2
Construction Trades and Equipment Operators	6.5	Retail Sales and Personal Services	16.7
Manual Worker	5.2	Domestic	5.5
Other than above	7.9	Other than above	1.4

FIGURE 4

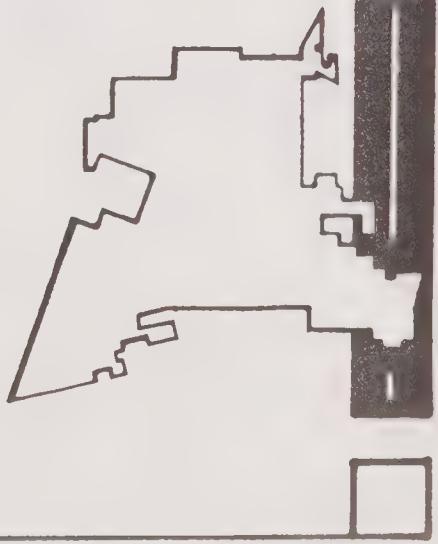
DISTANCE TRAVELED TO WORK BY PLACENTIA LABOR FORCE*

*1967 DATA



HOUSING

PLACENTIA



HOUSING

Since 1960, the City has experienced a 368.4 percent growth in population, with a corresponding increase in housing units. To guide the development of these housing units the City has developed a list of goals.

Goals:

Emergence of a development pattern characterized by a series of well-defined, balanced districts, communities or residential service areas oriented to a strong central core.

Minimization of urban sprawl (development characterized by formless, noncontiguous, unaesthetic land utilization, excessive utility, service and social costs and the absence of community identity).

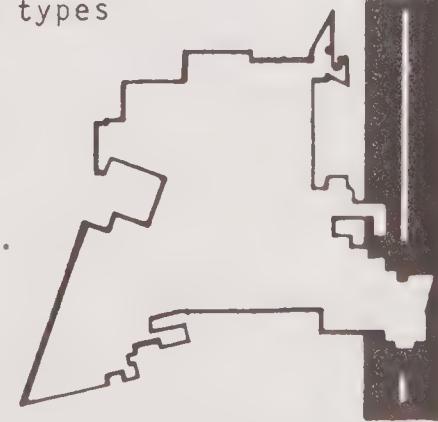
Protection of those areas projected for residential development from the encroachment of incompatible or unrelated uses.

Prevention of the spread of blight and deterioration within existing neighborhoods and communities.

Development of communities with a range of density patterns and housing types related to existing and proposed community facilities.

Assurance that any individual or family may be free to choose housing accommodations within his economic capacity from a range of housing varying in type, design, quality and location.

Variety of residential site design within individual tract developments.



Since the completion of the first Land Use Element in 1962, the City has planned for a balance among housing types. Table XII compares the number of multi-family units that would be authorized by the 1962, 1970, and 1973 Land Use Elements.

TABLE XII

Land Use Element	Multi-family Acres Authorized	Multi-family Units Authorized
1962	450	14,200
1970	475	11,165
1973	448	8,022

It is evident that the number of acres allocated to multi-family development has remained generally constant during the past eleven years. The maximum densities, however, have been reduced over the years and have resulted in a lower number of multi-family units.

Until 1970, Placentia was predominantly a city of single-family residences. At that time the City had 5684 dwelling units. Single-family homes comprised 88 percent of the total and multi-family units comprised 12 percent.

Since 1970, construction of multi-family units has increased and has begun to approach the ratio of multi-family to single-family units projected by the General Plan. Table XIII and Figure IV illustrate building permit issuance activity for the years 1960 - 1972. The increase in multi-family unit activity is readily apparent.

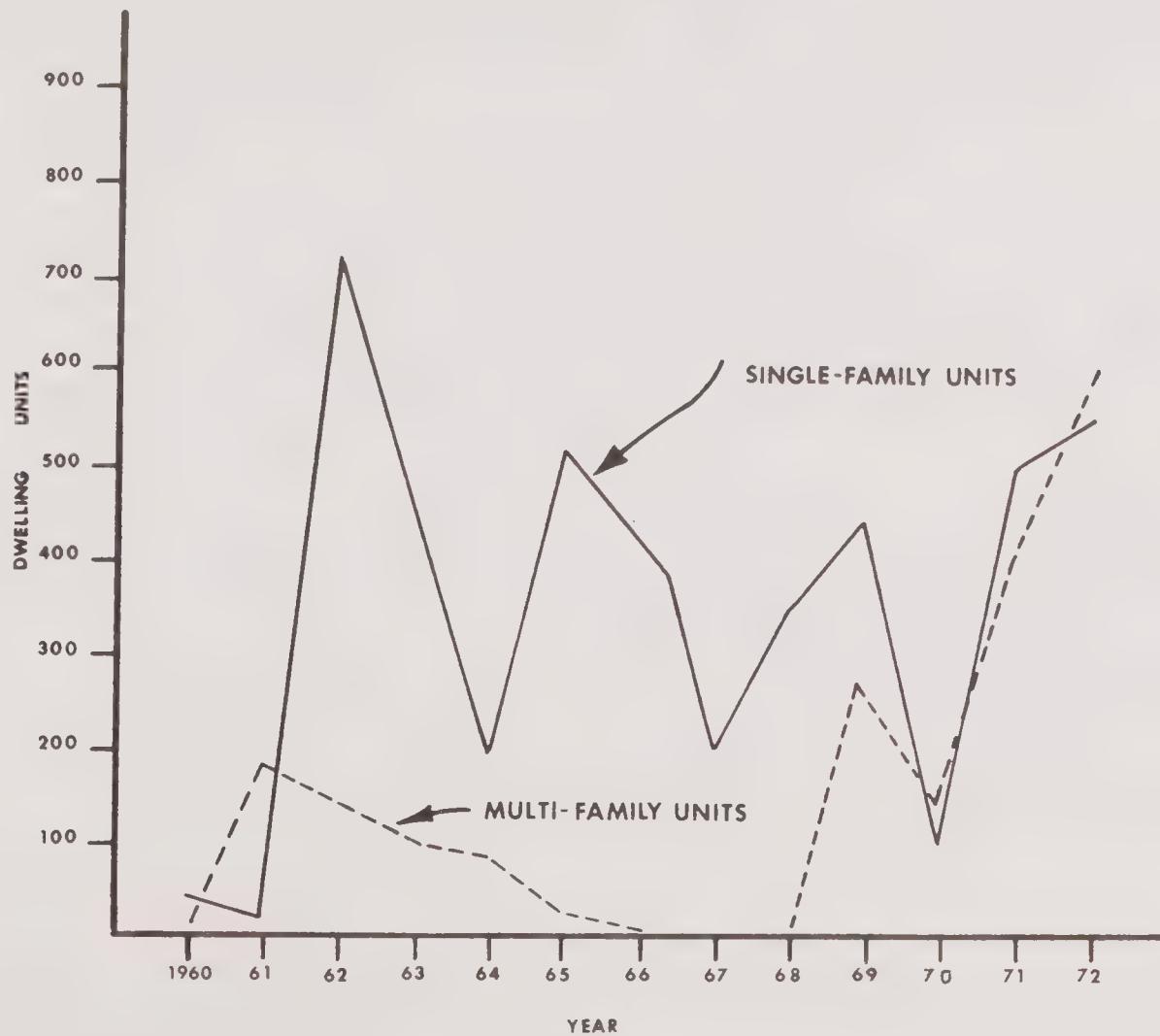


TABLE XIII
BUILDING PERMIT ISSUANCE ACTIVITY BY DWELLING UNIT

Year	Single Family	Multi-family Apartments	Dwellings/Condominiums	Total Units
1960	47	8	0	55
1961	3	173	0	176
1962	729	132	0	861
1963	450	93	0	543
1964	209	83	0	292
1965	517	9	0	526
1966	384	0	0	384
1967	333	0	0	333
1968	451	0	0	451
1969	426	256	0	682
1970	97	106	0	203
1971	482	50	215	747
1972	502	256	321	1079

FIGURE 5

DWELLING UNITS AUTHORIZED BY BUILDING PERMIT



Neighborhood Problems

Changing Land Use. The transition of neighborhoods from predominantly one type of land use (such as single-family residential) to another type (such as multiple-family residential, commercial or industrial) too frequently occurs in chaotic fashion. Transition in the physical and social character of certain neighborhoods is inevitable but should take place in an orderly, planned manner.

Density Standards. Density standards in zoning and subdivision ordinances are of major value as regulators of residential land use development. When combined with competent design techniques, density standards can provide assurance that land crowding, encroachments upon light and air, and similar detrimental factors will be inhibited.

The Land Use Element establishes the following districts and densities:

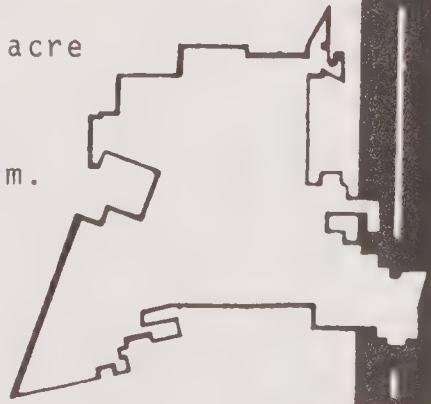
Low Density 4.5 dwelling units per gross acre
(single-family dwellings)

Medium Density 10 - 12 dwelling units per gross acre

Residential Planned

Community 7.1 units per acre average

High Density 25 dwelling units per acre maximum.



Deterioration. Several factors tend to disrupt or to hasten the decline of residential neighborhoods:

- Arterials which sever neighborhoods or introduce excessive traffic flows
- Substandard public and private services, facilities and maintenance
- Small or inefficiently designed lots
- Poor site and subdivision design
- Incompatible land use mixtures
- Inadequate zoning controls and implementation techniques which permit scattered, unrelated mixtures of residential dwelling types and densities.

Lack of Variety in Housing. While various housing types have been developed throughout the Planning Area, there is a striking lack of variety and choice within neighborhoods. Monotony in site design, subdivision pattern and in size and type of dwellings frequently prevails.

Broad-Gauge Approaches Indicated. Neighborhood conservation, rehabilitation and redevelopment programs cannot be effectively accomplished solely by improvements to the physical properties themselves. Social and educational programs may also be necessary to effect meaningful and lasting improvements in the neighborhood environment.

Special Housing Needs

Low Income. There is a need for good, well-located housing to serve the low-income population and to accommodate the special market needs for students and senior citizens.





Students. The enrollments at institutions of higher learning in this area will more than double in the next decade to at least 40,000 students and growth will continue to be steady and substantial through 1988. A large market need for low-cost housing, both off-campus and on-campus, will exist. The probable increase in the proportion of married students will intensify this need.

Senior Citizens. With the median income of persons over sixty-five years of age, ranging from one-third to one-half the average income for all families, it is obvious that the great majority of persons in this category cannot afford expensive retirement housing. In planning for senior citizens, provision should be made to meet the special housing market needs of low-income elderly persons.

Mobilehomes. Mobilehomes will continue to be popular and will apparently supply a larger proportion of the Metropolitan Area's housing needs in the future. "Mobilehome communities" will become larger and more complex as will the individual units themselves.

Development Standards

Community Development:

The City will continue to adhere to the established policies in order to create the following desirable characteristics of residential communities:





- Encourage diversity in dwelling unit types and densities.
- Encourage integration of ethnic, economic and other groups.
- Establish the proper relationship between residential and industrial land uses and their proximity to one another to provide for compatibility.
- Discourage "pockets" of residential development too small and too isolated to be served conveniently and efficiently by community facilities.
- Appropriate placement of major arterials and other man-made physical barriers which disrupt neighborhoods.

Design Flexibility:

- Through creative and imaginative planning encourage the design and construction of developments which offer a variety of housing types and complementary uses.
- Encourage varied design concepts in site planning and in dwelling structures.
- Retention of natural topography.
- Preservation of geographic and natural resources.
- Imaginative clustering of dwelling unit types.
- Inclusion of special amenities, such as accessible and usable open space, landscaping and recreational facilities.

Neighborhood Conservation:

- In developing programs for conservation and rehabilitation, direct efforts to:



Identification of, and assistance to, responsible leadership groups within the neighborhood.

Encouragement of neighborhood participation and cooperation in identifying and acting on neighborhood problems.

Sponsorship of educational programs designed to stimulate personal motivation and responsibility.

Determination of needs and best uses of land.

Identification of measures to effect desirable changes.





COMMERCE

PLACENTIA



COMMERCE

Historically, Placentia's commercial growth has resembled that of most small cities. There has been an abundance of small neighborhood centers established throughout the community. These centers will adequately serve the needs of the populace for convenience goods. Placentia's commercial centers are highly decentralized. Therefore, the City does not have a central business district but will have a sub-regional retail center.

Neighborhood Shopping Facilities

Within the City of Placentia we have nine neighborhood shopping centers.

Table XIV, "Neighborhood Shopping Facilities - 1973," lists these shopping centers and also gives the total retail sales area, number of stores and the site area in each. Also listed in the Table are commercial enterprises on Santa Fe and Bradford Avenues.

It is wise at this point to define exactly what is meant by "Shopping Center." Shopping center, as used in this text, means "A group of commercial establishments, planned, developed, owned and managed as a unit; related in location, size and type of shops to the trade area that the unit serves; it provides on-site parking in a definite relationship to the types and sizes of stores."* In accordance with this definition, we must differentiate between the shopping centers and shopping districts listed.

*The Community Builders Handbook, J. Ross McKeever, Ed., Urban Land Institute, 1968, Page 264





TABLE XIV
NEIGHBORHOOD SHOPPING FACILITIES - 1973

SHOPPING CENTER OR DISTRICT DESIGNATION	TOTAL SQ. FT.	% OF TOTAL	TOTAL STORES	% OF TOTAL	SITE AREA IN ACRES
Placentia Plaza	80,000	12.2	34	15.5	4.7
Yorba Linda Center	70,000	10.6	15	7.0	5.5
Rose Linda Center	70,000	10.6	16	7.3	4.7
Palm Square	31,965	4.9	8	3.6	8.0
Sierra Vista	40,530	6.2	14	6.4	8.7
Placentia Place	33,378	5.1	22	10.0	1.8
Vista Verde	12,000	1.8	10	4.6	1.8
Bradford Village	20,000	3.0	13	5.9	2.5
Stonewood	28,000	4.3	12	5.4	2.3
Town Center*	133,499	20.3	15	7.0	14.0 ⁺
Santa Fe Avenue	91,250	13.9	36	16.4	
Bradford-Santa Fe to Chapman	36,625	5.6	20	9.1	
Bradford-North of Chapman	<u>10,000</u>	<u>1.5</u>	<u>4</u>	<u>1.8</u>	
TOTALS	657,247	100.0%	219	100.0%	

*UNDER CONSTRUCTION

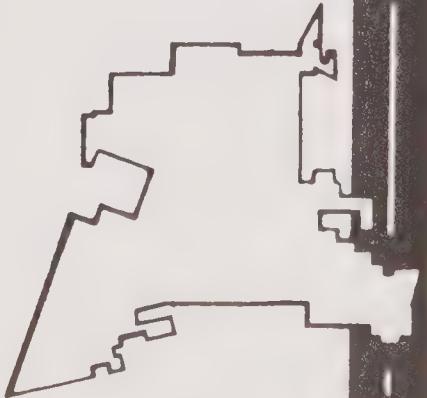
As was mentioned earlier, we have ten shopping centers, including the Town Center, under construction. The shopping district of Santa Fe and Bradford Avenues provides the same goods and services as the shopping centers, but there are unique circumstances and problems associated with this older commercial district that are not normally associated with newer shopping centers. These problems will be discussed under the section of "Problems."

Neighborhood Centers

The neighborhood center provides for the sale of convenience goods (food, drugs, sundries) and personal services (laundry and dry cleaning, barbering, shoe repair, etc.) for day-by-day living needs of the immediate neighborhood. It is built around a supermarket as the principal tenant. In size, the neighborhood center has an average gross leasable area close to 50,000 square feet. It may range from 30,000 square feet up to as much as 100,000 square feet. For its site area, the neighborhood center needs from 4 to 10 acres. It normally serves a trade area population of 5,000 to 40,000 people within six minutes driving time.

Community Centers and Shopping Facilities

The Community Center is the intermediate size center. In addition to the convenience goods and personal services of the neighborhood center, it provides a wider range of facilities for sale of soft lines (wearing apparel for men, women and children) and hard lines



(hardware and appliances). It provides more depth of available merchandise --variety in sizes, style, colors and prices.

It is often built around a junior department store or a variety store as a major tenant, in addition to the supermarket. It does not have a full line department store, though it may have a strong specialty store.

In size, the community center has an average gross leasable area of about 150,000 square feet, but the range is between 100,000 square feet and 300,000 square feet. For its site area, the community center needs from 10 to 30 acres or more. It normally serves a trade area population from 40,000 to 150,000 people.

The Town Center Development (Yorba Linda Boulevard and Kraemer Boulevard) satisfies the above requirements with the added attractions of a major financial firm and a full service restaurant. This facility provides the City with a sound commercial economic base and is a focal point for future economic activities.

Regional Centers

Placentia has no regional center. This, however, does not mean that the possibility of a regional center within Placentia in the future is non-existent. Therefore, it would seem worthwhile to briefly discuss this type of center.



The regional center provides for general merchandise, apparel, furniture and home furnishing in full depth and variety.

It is built around a full-line department store as the major drawing power. For even greater depth and variety in comparative shopping, two department stores, or even three and more are being included in the tenancy range in area from 300,000 square feet up to 1,000,000 square feet or more. Normally, about one-third to one-half of the gross leasable area is devoted to department stores. The regional center needs at least a population of 150,000 to draw upon. It is generally designed to serve a trade area of 150,000 to 400,000 or more people. In site area, the average regional center needs at least 30 acres or more.

The regional center provides complete comparison shopping goods in depth and variety. Because of this characteristic, its customer drawing power stems from its capacity to offer complete shopping facilities. The attraction extends its trade area by 10 or 15 miles or so, modified by factors of competitive facilities and travel time over access highways and freeways.

The regional center is the largest type of shopping center. It comes closest to reproducing the shopping facilities and customer attractions once available only in central business districts.





Central Business District of Santa Fe and Bradford Avenues

This shopping district was established at a time in the history of Placentia when the railroad was the main source of transportation and industry. Times have changed, but the historical significance of the area weighs heavy in Placentia's plan for the future. The possibility of new residential growth surrounding the shopping district both to the west and the east, and the inevitable development of the industrial area to the south, will aid in establishing a new role with historical significance tied to its ethnic background.

The older area, by comparison, lacks the attractiveness afforded by new store fronts, unified design and landscaping. Other problems include functional obsolescence, physical deterioration, poor traffic circulation, declining trade area and inadequate parking facilities.

Sales Leakage

Table XV, "Placentia Per Capita Retail Sales Leakage," gives extremely significant information. The table basically gives three sets of facts:

- 1) The dollars available per person for retail sales, by sales category, for Placentia residents, and
- 2) The dollars actually spent in Placentia, by sales category, and
- 3) The dollars that should have been spent in Placentia but were not - "sales leakage."



Table XV gives these figures for both 1966 and 1969. The computations for 1966 were done by Economics Research Associates, and the 1969 computations were done by the Planning Division by updating the Economics Research Associates figures and by calculation from actual sales tax revenue data.

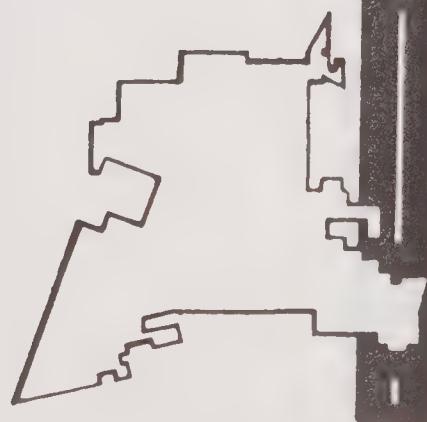


TABLE XV
PLACENTIA PER CAPITA RETAIL SALES LEAKAGE

1966

Retail Category	Potential Expenditures	1966 Estimated Expenditures	Leakage
Apparel	\$ 72	\$ 17	\$ 55
General merchandise and drug	260	29	231
Food and packaged liquor	452	421	31
Eating and drinking places	139	58	81
Home furnishings, appliances, and building material	194	21	173
Auto dealers, auto supplies and other retail	325	33	292
Service station	113	86	27
TOTAL	\$ 1,555	\$ 655	\$ 870

1969

Retail Category	Potential Expenditures	Estimated Expenditures	Leakage
Apparel	\$ 79	\$ 29	\$ 50
General merchandise and drug	287	33	256
Food and packaged liquor	501	451	50
Eating and drinking places	153	67	86
Home furnishings, appliances and building materials	216	14	202
Auto dealers, auto supplies and other retail	360	212	148
Service station	125	95	30
TOTAL	\$ 1,721	\$ 901	\$ 882

SOURCE: Economics Research Associates Report as updated by the Planning Staff 11/1/70

Several conclusions can be drawn from this information.

- 51.2 percent of Placentia's retail sales dollars are spent in other cities.
- Total retail sales loss for 1969 was \$882 per person.
- Sales losses in "hard goods", (furniture, appliances, hardware and building materials) for 1969 was \$202 per person.
- Sales losses in soft goods or apparel for 1969 amounted to \$50 per person.
- Total retail sales loss in 1969 was \$12 per person more than in 1966.
- Sales leakage in auto related sales had decreased by \$148 per capita by 1969.

The greatest loss of sales comes in items that are normally found in a community shopping center. With the addition of the Town Center, the City should not only realize a decrease in absolute sales leakage, but should also draw from other outside service areas.

There has been a decrease in sales leakage for auto related sales. The addition of two new auto agencies since 1969 (one not completed to date) and the expansion of an existing auto agency (not yet completed to date) will continue to decrease the auto sales leakage to a greater degree.

Evaluation of the Market Area

Placentia's commercial growth has been basically one-sided offering only convenience goods to the public in neighborhood centers. Placentia to date has failed to capitalize on trends existing over the past decade. This has been due to the lag of commercial and industrial development behind the residential growth pattern.



The potential of the Planning Area is strong and projected to increase. The "E.R.A. Report" in 1966 projected that rising incomes could accommodate a rise from 18 square feet of retail sales area per capita in 1966 to 20.5 square feet per capita in 1970 and 30 square feet in 1988. Using this projection in conjunction with the population projection for 1988, 42,419 persons, the Planning Area should be able to support 1,187,732 square feet of retail sales area. This is approximately double the existing retail sales area. Tables XVI and XVII give the projected supportable area of facilities by category. Table XVIII gives the taxable retail sales in Placentia from 1960 - 1970. Figure VII shows the market shows the market areas patronized by Placentia Shoppers.



TABLE XVI

MARKET SUPPORT FOR RETAIL FACILITIES
BY CATEGORY
(SQUARE FEET)

Retail Category	<u>1970</u>	<u>1988</u>
Apparel	28,841	92,871
General Merchandise	95,217	254,074
Food	105,314	279,484
Packaged Liquor	10,096	32,110
Eating and Drinking	77,922	198,074
Home Furnishings and Appliances	38,841	70,671
Drug	41,835	105,902
Building Materials and Farm	47,585	98,632
Other retail	<u>31,790</u>	<u>87,901</u>
TOTAL	467,441	1,249,719
Population	22,802	42,419
Supportable Sales Area per Capita	20.5 sq. ft.	30.0 sq. ft.

SOURCE: Economics Research Associates Report
updated by the Planning Staff, 1973

TABLE XVII
PER CAPITA DEMAND FOR RETAIL FACILITIES

<u>Retail Category</u>	<u>Distribution</u>	<u>Potential Per Capita Sales</u>	<u>Sales Per Foot*</u>	<u>Supportable Square Feet Per Capita</u>
Apparel Stores	4.6%	\$ 79	\$ 60	1.27
General Merchandise	12.7	219	52	4.21
Food Stores	26.7	460	100	4.59
Packaged Liquor	2.4	41	90	0.46
Eating and Drinking	8.9	153	45	3.42
Drug Stores	4.0	68	55	1.27
Furniture and Appliances	5.9	102	55	1.85
Building Materials and Farm	6.6	114	55	1.85
Auto Dealer and Auto Supply	16.5	285	--	--
Service Station	7.3	125	--	--
Other Retail	4.4	75	55	1.36
TOTAL 1970	100.0%	\$ 1,721	--	20.5
1972	100.0%	---	--	21.5
1975	--	---	--	23.0
1980	--	---	--	30.0

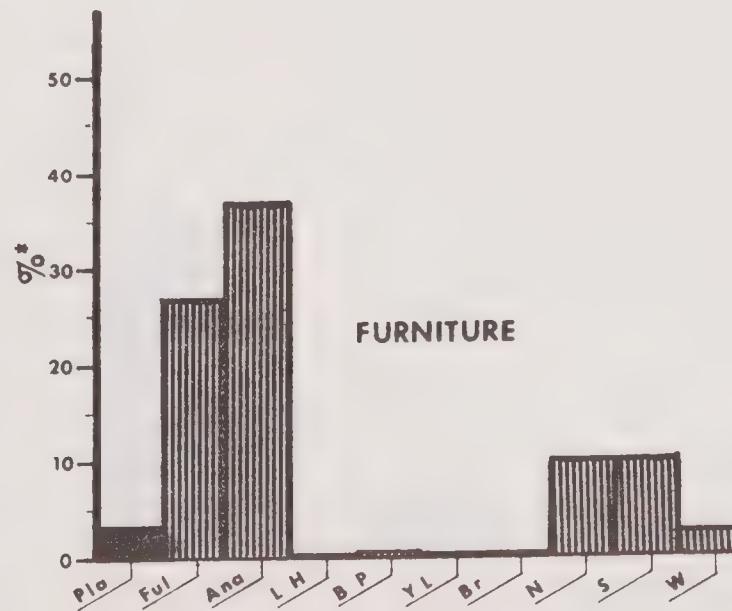
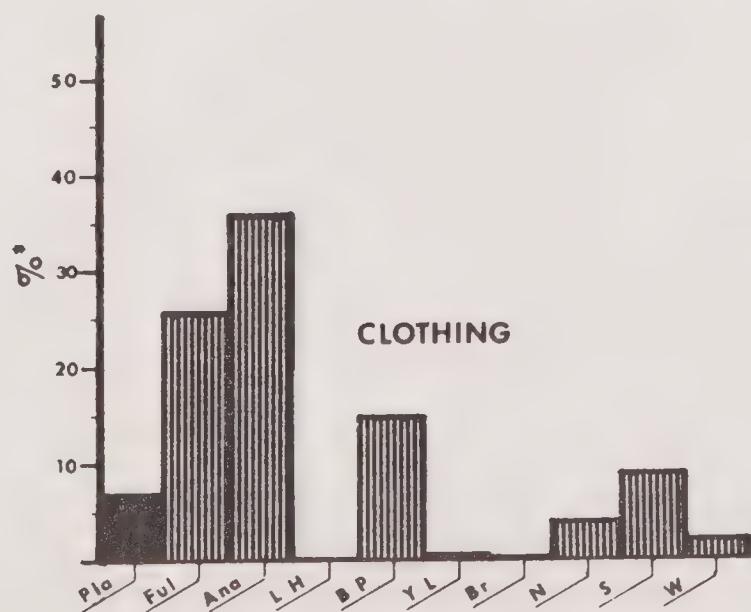
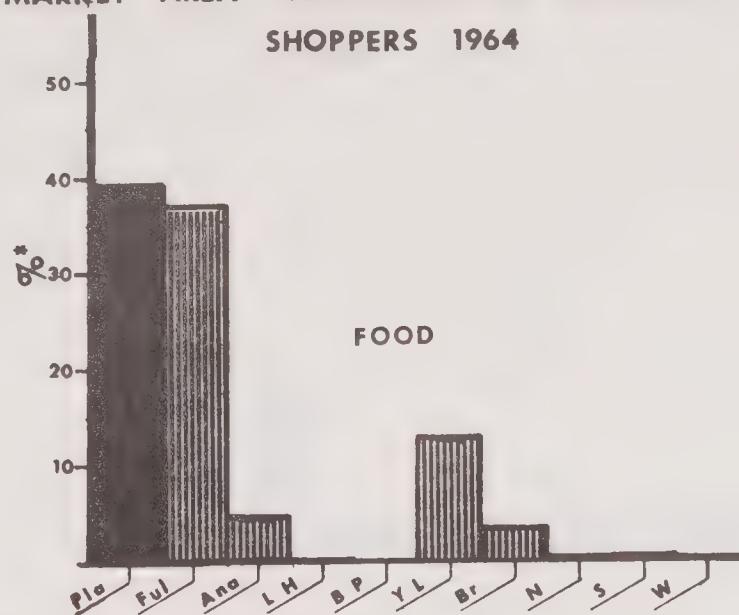
*Sales per square foot are the dollar amount of sales required to justify retail space.

SOURCE: Economics Research Associates Report updated by the Planning Staff, 11/1/70

FIGURE 6

MARKET AREA PATRONIZED BY PLACENTIA
SHOPPERS 1964

Pla - Placentia; Ful - Fullerton;
Ana - Anaheim; LH - La Habra;
BP - Buena Park; YL - Yorba Linda;
Br - Brea; N - North;
S - South; W - West.

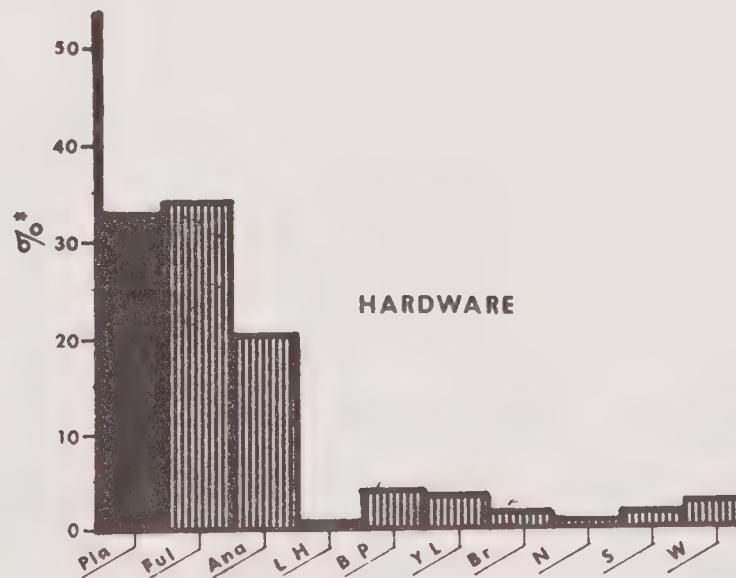
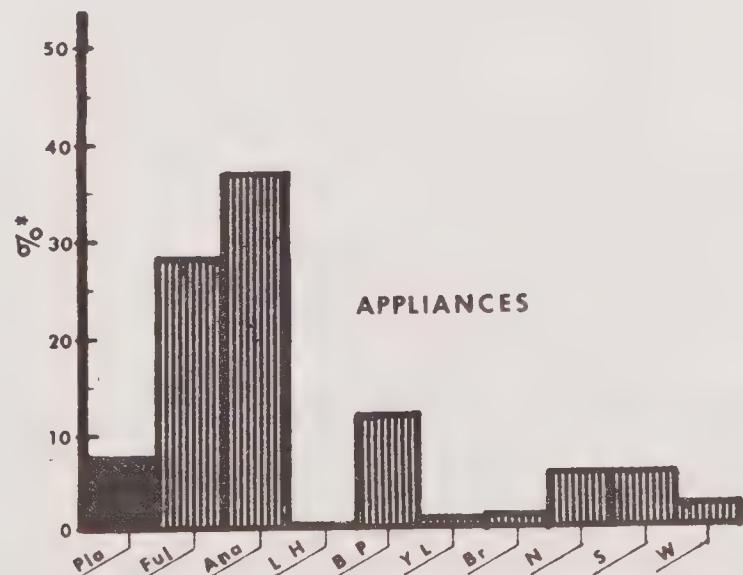
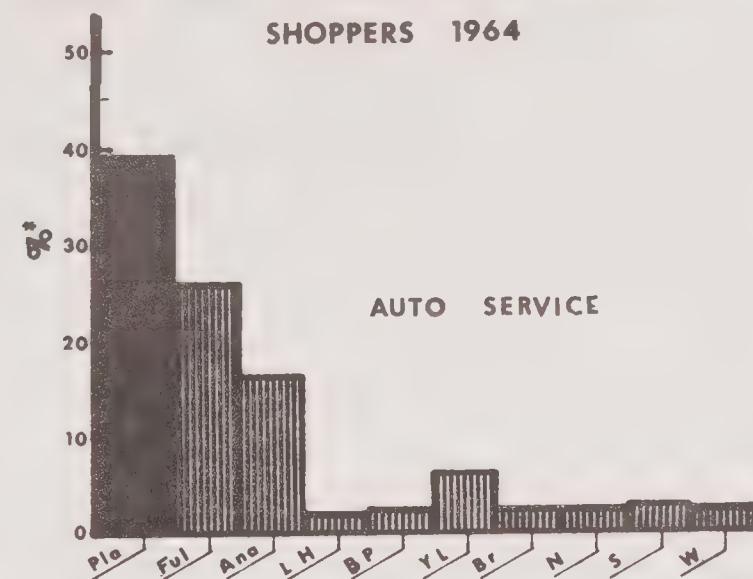


* Per Cent of Placentia's Shoppers.

FIGURE 7

MARKET AREA PATRONIZED BY PLACENTIA SHOPPERS 1964

PLA-PLACENTIA; FUL-FULLERTON;
ANA-ANAHEIM; LH-LA HABRA;
BP-BUENA PARK; YL-YORBA LINDA;
BR-BREA; N-NORTH; S-SOUTH;
W-WEST.



*PER CENT OF PLACENTIA'S
SHOPPERS



TABLE XVIII
TAXABLE RETAIL SALES* IN PLACENTIA
1960-1970

Year	Taxable Retail Sales
1960	2,123,000
1961	2,245,000
1962	2,693,000
1963	3,052,000
1964	3,230,000
1965	4,408,000
1966	10,425,100
1967	14,658,900
1968	15,452,700
1969	17,318,600
1970 (Projected)	19,000,000

* Includes only taxable items. Exceptions are non-taxable food, gasoline, and drugs.

SOURCE: California State Board of Equalization and Economics Research Associates
Report as updated by the Planning Staff, 11/1/70

Commercial Areas of the Land Use Element

In addition to the developed shopping centers, the Land Use Element designates four undeveloped areas of the city as prime locations for future centers. All four of these locations are at the intersections of major streets and all four have the potential to become community centers or sub-regional centers.

The first of the four locations is at the corner of Yorba Linda Boulevard and Kraemer Boulevard. Development of the southwest corner of the intersection is under construction and is planned for opening in late 1973. The center will contain three major tenants: A supermarket, a drug store and a department store. In addition to being located near the geographical center of the developed city, the center has direct street access to all four of Placentia's neighboring cities and to the Orange and Riverside freeways.

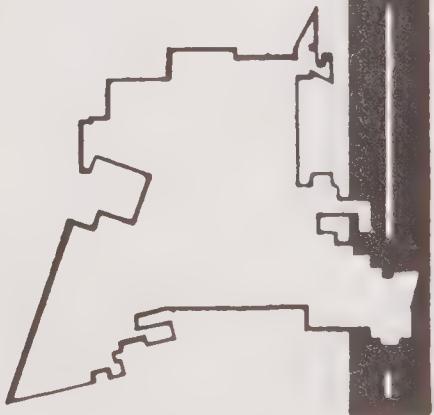
The second commercial area is at the intersection of the Imperial Highway and Rose Drive. Its location in the northeasternmost corner of the City will serve large areas of the cities of Brea and Yorba Linda. Development of a Community or sub-regional center would not be expected until such time as the surrounding areas more fully develop a residential market base.

The third area is located east of Kraemer Boulevard and north of the Civic Center site. This area has the potential to become a community center to serve the southcentral portion of the City. The impending development of the Civic Center, the surrounding residential areas and the extention



Chapman Avenue from Kraemer Boulevard to Orangethorpe Avenue will generate the market base for this center.

The forth area at the northwest corner of Orangethorpe Avenue and Lakeview Avenue can provide a community or sub-regional center to serve both Placentia and the City of Yorba Linda.



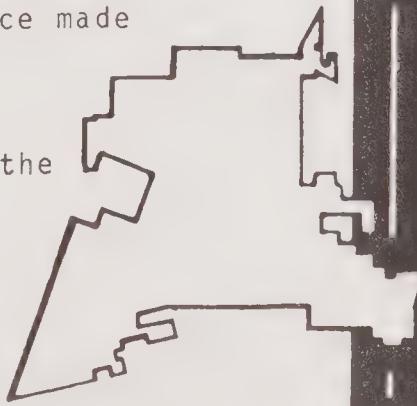
Summary of Findings

Placentia has nine (9) neighborhood shopping centers containing a total of 477,123 square feet of gross retail sales area. Shopping areas on Santa Fe and Bradford Avenues, also cater basically to neighborhood needs and contain 46,625 square feet. Total neighborhood commercial sales area is 523,748 square feet.

Placentia does not have a regional center and at present could not support one. Radical change in the population of the areas surrounding Placentia, particularly to the east, would have to take place before a regional center in Placentia would be feasible.

The old Central Business District along Santa Fe and Bradford Avenues has declined in sales productivity over the years. This phenomena is common to most older downtown retail areas. The primary reasons for this situation is that the downtown area is not as close and convenient to most residents as nearer shopping centers, it lacks the attractiveness and appeal of newer centers, adequate parking facilities, and it does not carry the depth and variety of goods that once made it the primary shopping area of the City.

In spite of the apparent overage in the neighborhood commercial area in the City, there is a large gap in the items related to hard and soft lines that must be filled. It is not uncommon for a fast growing city to have an overage in neighborhood centers since food markets normally build early and increase their trade as the population increases.



Placentia has a serious retail sales leakage problem. Fifty-one (51) percent of Placentia's potential sales revenue is spent in other cities. An estimated thirty-six (36) percent is lost due to the lack of community shopping center. This loss will be reduced by the completion of the Town Center Development.

The commercial potential of the Planning Area is strong. By 1988, the area should be able to support double the existing retail sales area.

From our findings, the City has developed these goals to guide in the development of viable commercial areas.

Goals

Commercial areas characterized by proper location, adequate sites, sufficient off-street parking, good design and visual attractiveness.

Commercial areas of a size and location closely related to population needs.

Commercial areas so located and designed as to contribute to the identity of the neighborhoods of which they are a part.

Commercial areas which offer opportunities for meeting many of the communities social, cultural and recreational needs, in addition to supplying its commercial needs.



Visitor-oriented commercial areas and facilities which contribute by their location, quality and attractiveness to the recognition of Placentia's historical ties.

Recommendations:

Encourage commercial areas to develop desirably distinctive qualities in their design, appearance and operation.

Continue to encourage commercial operations dealing in high quality merchandise to locate within the city to be compatible with and take advantage of the city's high income level.

Encourage redevelopment to combat blight in the older commercial areas. This might require an interested citizens' group to be formed within the area to spearhead action for improvement. Such a group should raise funds for the financing of needed economic studies which should have as their objectives, the identification of the area's specific problems and programs for their solution. Local government should assist in formulating redevelopment programs, in preparing planning and design proposals and by participating in programs to carry out the actual redevelopment.

Encourage interconnection with existing commercial developments to those seeking to provide additional off-street parking.



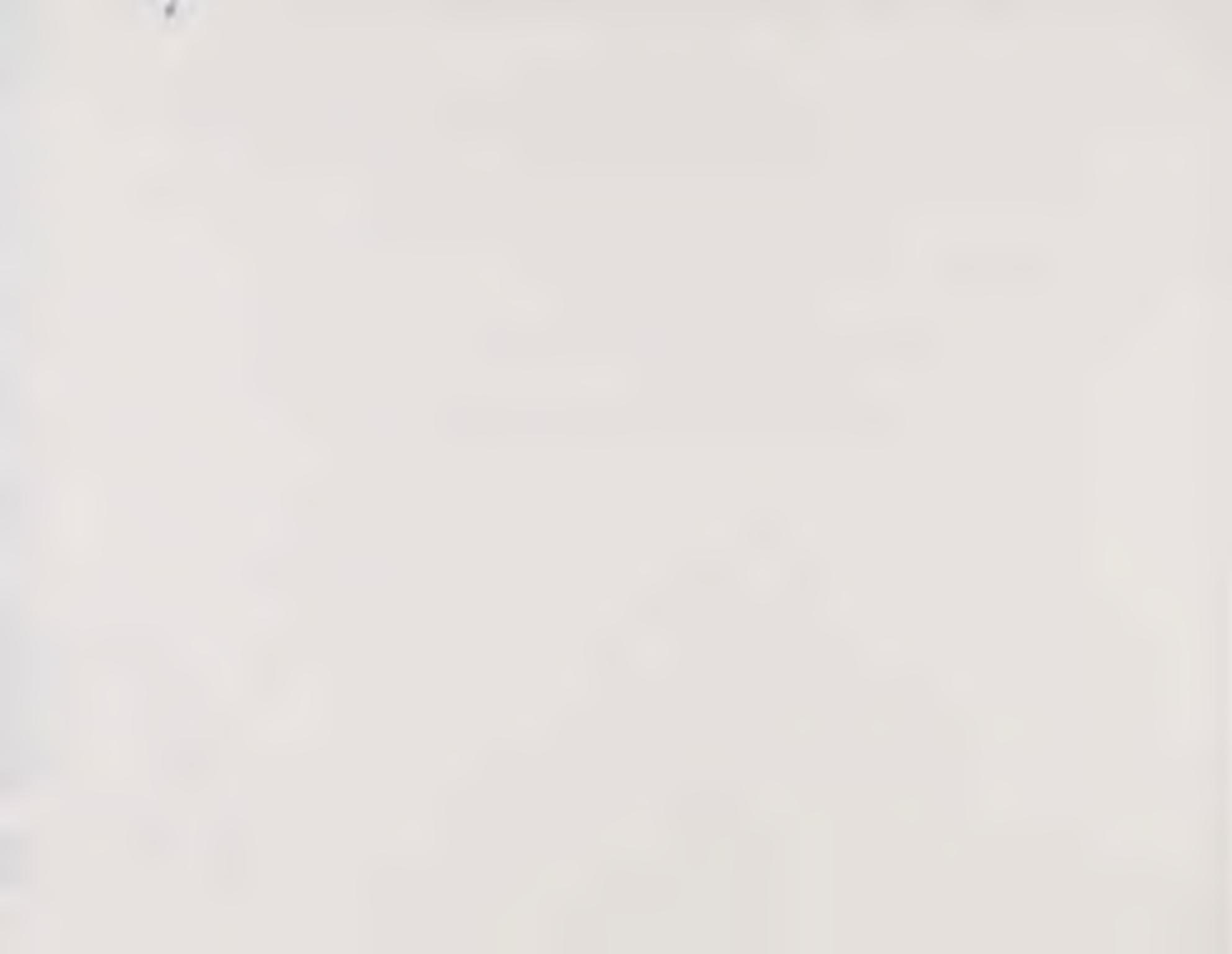
Encourage the development of a specialized commercial facility catering to tourists and visitors and offering a unique attraction to residents of the area. Specifically, give consideration to a historical commercial facility that will capitalize on Placentia's heritage and perpetuate a "Spanish flavor".

Encourage commercial-recreational uses and facilities secondary to these primary uses.

Create new zones and ordinances setting forth guidelines for historical commercial and commercial-recreational uses.

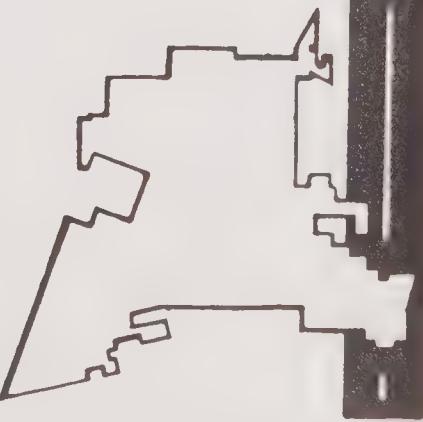
Evaluate all present commercial zones and corresponding ordinances.





INDUSTRY

PLACENTIA



I N D U S T R Y

Industrial Land Inventory

The pace of industrial development in the City of Placentia has been slower than that of commercial or residential development. Since the beginning of the current decade, however, the amount of developed industrial land within Placentia has increased approximately eighty (80) percent. The major change that occurred in industrial land use designation was the loss of the industrial land north of Crowther Avenue, which amounts to $63\frac{1}{2}$ acres, and the addition of 30 acres of industrial land in the La Jolla District. After this change, the 1988 General Plan designates 607 acres of land for industrial use, 33 acres less than before. The following sections of this element will discuss the goals and criteria for the determination of the industrial land use designation.

Industrial Land Requirement Projections

Several techniques are available in projecting long range industrial land requirements. Regardless of the specific technique used, the task remains difficult. Many of the factors involved are not readily quantifiable. For example, the allocation of land for 1988 must take into consideration those industries not currently in existence. Future trends in plant design must be considered as well as changing parking and landscaping requirements. Any or all of these factors would have a direct effect on industrial land needs in 1988. Moreover, the result of automation and technology impact on existing manufacturing processes and ultimately on employee densities by 1988, scarcely lends itself to accurate prediction.

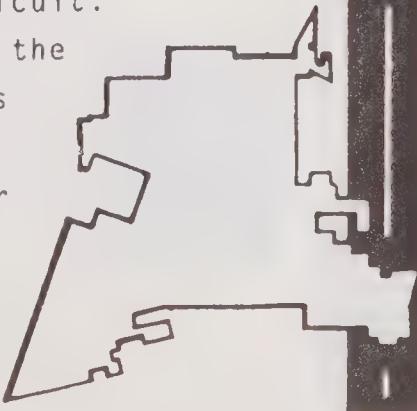
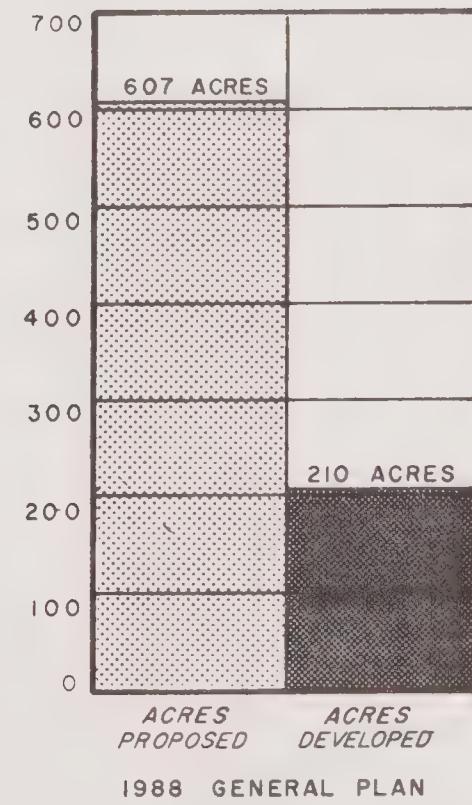
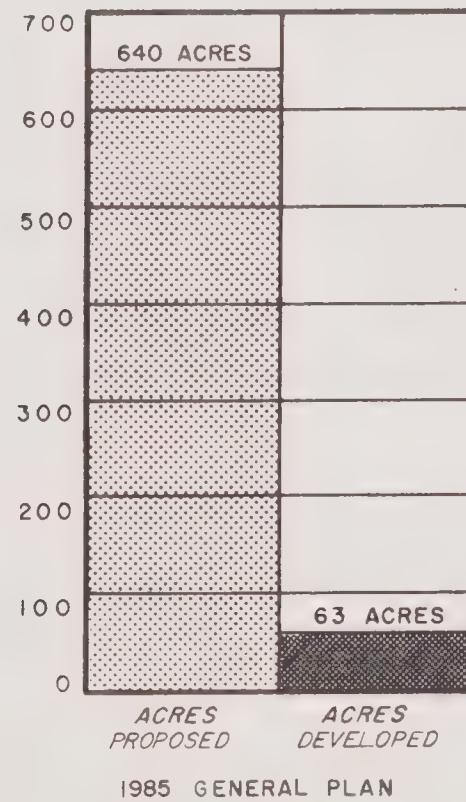
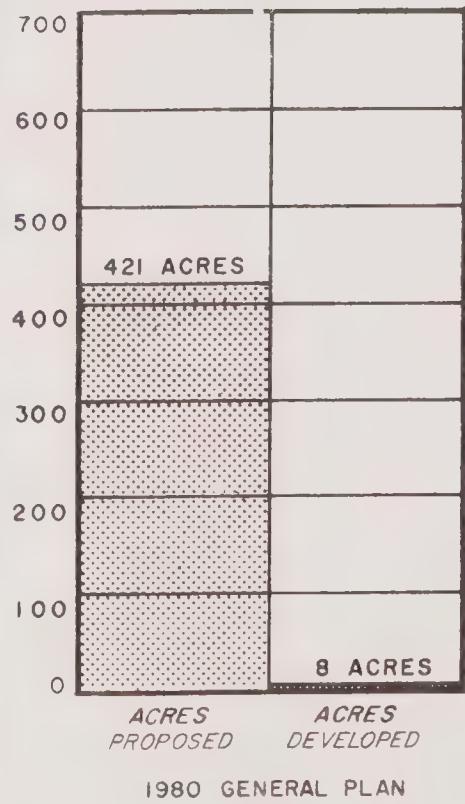


Figure 8

PROPOSED AND DEVELOPED INDUSTRIAL LAND USE



Industrial Parks

Industrial parks, if properly planned, organized and developed, insure the compatibility of the industries and, protect and enhance the activities and character of the communities in which these parks are located.

Limited Freedom of Location

Because of its frequently specialized character and needs, industry lacks the relative freedom of location possessed by other major classes of land use.

Site Characteristics

Land set aside for industry should be relatively free of drainage problems. It should have a measured slope of about five (5) percent, although portions of large industrial areas may exceed this figure. Industrial land should not be characterized by soil bearing problems except where specialized industrial functions not involving plant development are proposed.

Transportation

Land devoted to industrial purposes should be readily accessible from one or more major transportation routes.



Flood Control

Adequate flood control facilities should be provided with a full complement of utilities such as water, sewer, gas and electricity phased with the construction of industrial plants.

Municipal Services

All areas proposed for industrial development should have the availability of such necessary municipal services as police and fire protection.

From our findings the city has developed these goals to guide in the development of industrial areas.

Goals

Create and maintain a diversified industrial base, ranging from research and development through heavy processing and fabricating industry.

Establish and maintain an inventory of industrial lands adequate in both quantity and quality to attract desirable industries.

Protect existing and potentially desirable lands from encroachment of residential, residentially-oriented commercial, and other incompatible uses.



Avoid the extremes between overconcentration and excessive dispersal of industry within the metropolitan area.

Develop well designed industrial subdivisions so as to reduce the cost of sites, promote efficient use of land, and minimize any adverse effects upon adjacent non-industrial uses.

Recommendations:

Enforce current industrial zones or amend existing zones to protect land designated for industry from encroachment by residential and nonrelated commercial uses.

Amend zoning provisions, if necessary, so as to encourage the development of industrial parks.

At regular frequent intervals, examine the inventory of vacant industrial land to determine if the supply is adequate in both quantity and quality.



5502684213



U.C. BERKELEY LIBRARIES

